

Minutes and Report of Committee Recommendations

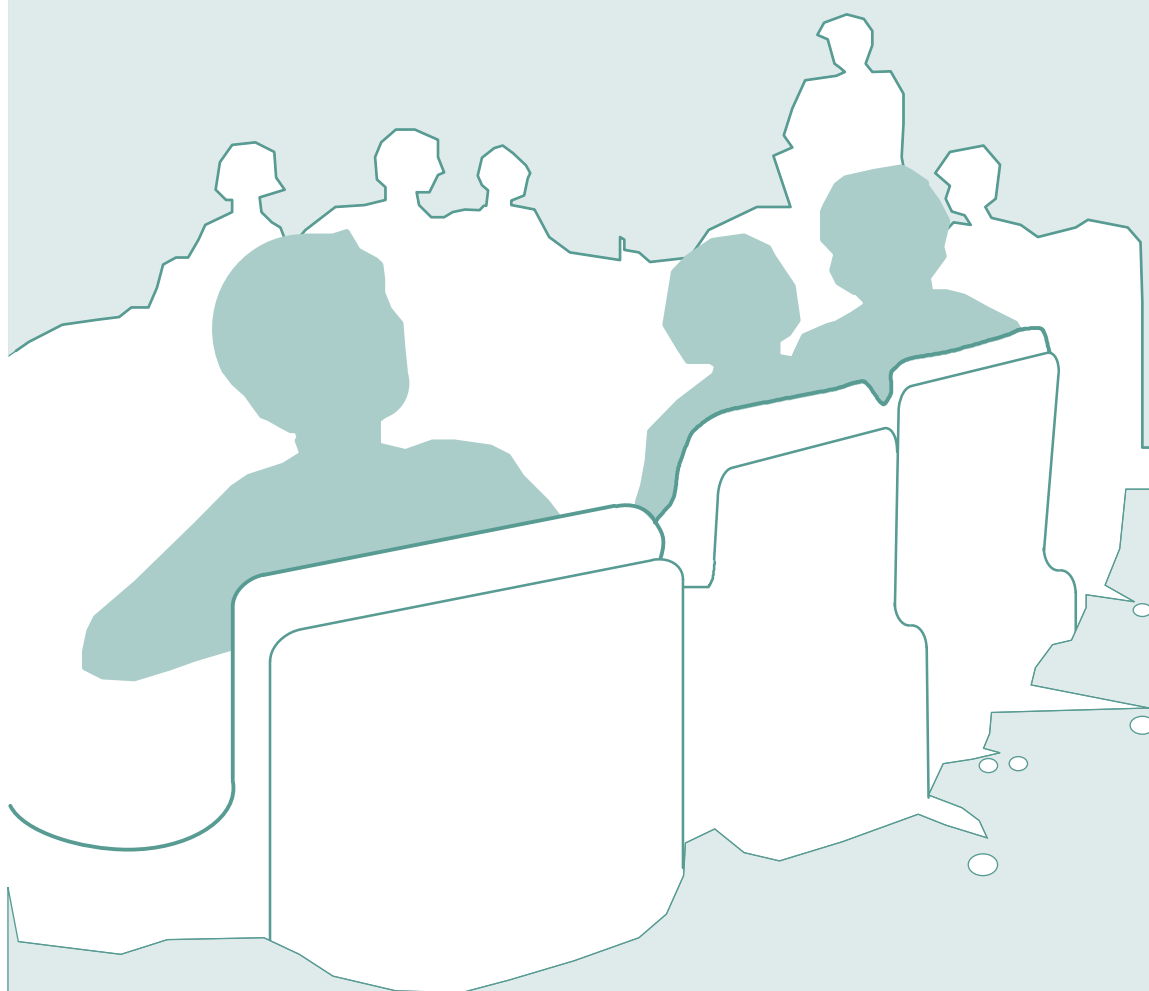
1999

Issued November 2000

CAC/99-7

**Census Advisory Committee on the Hispanic Population and the
American Indian and Alaska Native Populations - July 14, 1999**

**Census Advisory Committees on the African American, American
Indian and Alaska Native, Asian and Pacific Islander, and
Hispanic Populations July 15-16, 1999**



U S C E N S U S B U R E A U

Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

**Meeting of the Census Advisory Committees on the
Hispanic Population
and
the American Indian and Alaska Native Populations
July 14, 1999
and
Joint Meeting of the Census Advisory Committees on the
African American, American Indian and Alaska Native,
Asian and Pacific Islander and Hispanic Populations
July 15-16, 1999**

At the Sheraton Reston Hotel
Reston, Virginia

CONTENTS

	Page
Attendants at Meeting	iii
Meeting of the Census Advisory Committee on the Hispanic Population, July 14, 1999	
Opening Remarks	1
Census 2000 Operation Plan for Puerto Rico	1
Recruiting and Hiring	4
Partnership Program	4
Marketing/Promotional Campaigns (Poster and Census In Schools Program)	6
Public Comment	8
Joint Working Lunch Hispanic and American Indian and Alaska Native Populations	
Census Information Centers Program (AIAN/HISP)	9
Meeting of the Census Advisory Committee on the American Indian and Alaska Native Populations, July 14, 1999	
Update Customer Liaison Office: Role of Program Administrator (AIAN)	11
Update Geographic Programs	12
Map Requirements for Census 2000 (Data Dissemination)	14
Update on Alaska Native Enumeration	16
American Indian and Alaska Native Program Partnership With Local Tribes	17
Update on Advertising	18
Public Comment	19

Meeting of the Census Advisory Committees on the African American, American Indian and Alaska native, Asian and Pacific Islander, and Hispanic Populations
July 15-16, 2000

Introductory Remarks and Updates 20

Dress Rehearsal Evaluations 22

Update on Census 2000 Operational Plan—Key Operations 25

Update Census 2000 Field Operations 29

Committee Discussion and Update on Census 2000 Advertising Campaign 32

Some Findings From the Census 2000 Dress Rehearsal Race and Ethnicity Data 35

Accuracy and Coverage Evaluation Survey 38

Committee Concurrent Sessions

Committee Concurrent Session (AA) 39

Committee Concurrent Session (AIAN) 46

Committee Concurrent Session (API) 57

 Asian Subcommittee 59

 Native Hawaiian and Other Pacific Islander 60

Committee Concurrent Session (HISP) 63

Closing Sessions

Public Comment 67

The Proposed Diversity Plan 67

Committee Recommendations 70

Appendixes

A. Recommendations of the Census Advisory Committee's

 African American Population 72

 American Indian and Alaska Native Populations 77

 Asian and Pacific Islander Populations 83

 Hispanic Population 95

B. Agenda 101

C. Bureau Personnel Present 108

D. Membership Lists 111

E. List of Background Documents 123

Minutes Prepared by the History Staff

ATTENDANTS AT MEETING

(Asterisk [*] indicates one day only)

Hispanic Committee Meeting July 14, 1999

Members Present

Anthony Chávez, Chairperson

John García
Aileen Lucero

Maria Roman
Victor Fajardo Ve´lez

Members Absent

Jorge Chapa
Guarione M. Díaz

Maria Elena Gonzalez
Saul Solorzano

American Indian and Alaska Native Meeting July 14, 1999

Members Present

Robert Wayne Nygaard, Chairperson

Theodore Jojola
Gregory A. Richardson
Larry Rodgers

Matthew Snipp
Rosita Worl
Curtis Zunigha

Members Absent

Glenda Ahhaitty

Cecelia Fire Thunder

**Joint Meeting of the Census Advisory Committees
July 15-16, 1999**

African American

Members Present

Kermitt Nathaniel Waddell, Chairperson

Robert B. Hill
John Johnson
L. Patricia Johnson

Juliette Thorpe Okotie-Eboh
Diane Powers*

Members Absent

Amos C. Brown, III
James S. Jackson

Barbara Sabol

American Indian and Alaska Native

Members Present

Robert Wayne Nygaard, Chairperson

Glenda Ahhaitty
Theodore Jojola
Gregory A. Richardson

Larry Rodgers
Matthew Snipp
Curtis Zunigha

Members Absent

Cecelia Fire Thunder

Rosita Worl

Asian and Pacific Islander, Asian Subcommittee

Members Present

Margaret Chin, Chairperson

Piyush C. Agrawal
Judy Chu
Alex A. Esclamado
Chung-Wha Hong

Ngoan Le
Cyril Nishimoto
Paul Ong

Asian and Pacific Islander, Native Hawaiian and Other Pacific Islander Subcommittee

Members Present

Haunani Apoliona
Kenneth E. Galeai
Clinton A. Helenihi

Mary Salas
Salafai J. Suafa'i

Hispanic

Members Present

Anthony Chávez, Chairperson

John García
Aileen Lucero

Maria Roman
Victor Fajardo Vélez

Members Absent

Jorge Chapa
Guarione M. Díaz

Maria Elena Gonzalez
Saul Solorzano

Other Persons Present

Judith A. Bell, Executive Assistant to the Tribal Manager, Mashantucket Pequot Tribal Nation
Frances Bourne, Census Monitoring Board (Presidential)
Elena Grigera, Lawyers' Contract for Civil Rights
Martina Hone, Associate Under Secretary for Economic Affairs, U.S. Department of Commerce
Heather Koball, Research Associate, ONSTAT
Marisa Demeo, Ex Officio Member, Census Advisory Committees on Race and Ethnic Populations
Stephenson Mark, U.S. House of Representatives
David Monahan, Auditor, Inspector General, U.S. Department of Commerce
Chris Morton, Intergovernmental Affairs, U.S. Department of Commerce
Kimberley Luczynski, Program Examiner, Office of Management and Budget
Diane Powers, Vice President, Widmeyer Baker Group
Lee Price, Chief Economist, Office of the Under Secretary for Economic Affairs, U.S. Department of Commerce
Christopher Strobel, Director, Policy and Research, Census Monitoring Board (Presidential)
David L. Temple, Senior Management Advisor, Welfare to Work, U.S. Department of Commerce
Alex Willingham, Professor, Williams College
Hoda Zaki, Associate Professor of Political Science, Hood College

Meeting of the Census Advisory Committee on the Hispanic Population July 14, 1999

Opening Remarks

Ms. McKenney (Census Bureau) welcomed Mr. Victor Fajardo Ve'lez, Secretary of Education for Puerto Rico, as one of the new members of the Hispanic Advisory Committee. She indicated that the other new member, Sister Maria Elena Gonzalez, was unable to attend this meeting, but she is anxious to participate in the November meeting.

Mr. Dukakis (Census Bureau) informed the Hispanic Committee members that Census 2000 in Puerto Rico will be supervised by the Boston Regional Office.

Ms. McKenney said the Committee would join the American Indian and Alaska Native Committee (AIAN) for a working lunch at 12:00. After lunch, the meeting for the Hispanic Committee would adjourn. The AIAN Committee would meet after lunch. Members of the Hispanic Committee were welcome to attend this meeting.

Census 2000 Operation Plan for Puerto Rico

Ms. Hovland (Census Bureau) said the Puerto Rico and Islands Branch of the Decennial Management Division has the responsibility for coordinating the decennial census activities in Puerto Rico. Census 2000 in Puerto Rico will be similar to that conducted in update/leave stateside.

To ensure an accurate enumeration in Puerto Rico, the Census Bureau identified and located all living quarters on the Island using the geographic areas for which the census data are to be reported for Census 2000. The Census Bureau accomplished this by creating a master address file for the Island. That file for Puerto Rico was created during an operation called "address listing" and was conducted in 1998 and 1999. During this operation, census employees went door-to-door, identified each housing unit, and located it on a map. The completed address lists and mapping data were digitally recorded and added to the Topologically Integrated Geographic Encoding and Referencing (TIGER) database.

As a result of 1994 legislation, the Census Bureau has been allowed to have local governments review the TIGER maps. This has been accomplished through the Local Update of Census Addresses (LUCA) program. Review of the maps by the local Puerto Rico governments was completed on July 9, 1999. The Census Bureau recorded active participation from 37 of 78 of the municipios in Puerto Rico.

A complete enumeration of all residents in Puerto Rico is the objective for Census 2000. The Census Bureau will collect data from 100 percent of the housing units. In addition, an extensive statistical operation will be conducted, called "accuracy and coverage evaluation," to measure and correct overall coverage of Census 2000 in Puerto Rico. This operation will consist of a scientific sample of approximately 15,000 housing units.

For Census 2000 in Puerto Rico, census enumerators will deliver addressed questionnaires to respondents. Respondents will complete these questionnaires and mail them back to the Census Bureau for processing. Every household in Puerto Rico will receive either the short- or long-form questionnaire. The short-form questionnaire will be delivered to 83 percent of all housing units. Respondents are permitted to provide complete information on six household members. Additional space is provided to list six additional members in the household. A follow-up visit will be conducted to obtain information for the additional household members.

The long-form questionnaire will be delivered to a sample of approximately 17 percent of all housing units in Puerto Rico. This questionnaire will permit households to list up to 12 household members. In addition to the short-form questions, the long-form questionnaire will request information on a number of social, economic, and demographic characteristics for up to six household members. The long-form questionnaire has room for six responses. If more than six members are in the household, a follow-up will be conducted to obtain additional information.

Since the first Memorandum of Agreement (MOA) was signed with the governor of Puerto Rico in 1958, the Department of Commerce has worked with the Puerto Rico government to conduct censuses on the Island. Addenda to the original MOA

ensure the efficient operation of the census program, provide Puerto Rico with a share of the responsibility for the planning of the census, and takes Puerto Rico's unique statistical needs into consideration.

The Census Bureau has requested that interagency committees chaired by the Puerto Rico Planning Board review the content of the questionnaires. The office of the governor or his designee forwards its recommendations to the Census Bureau.

Ms. Hovland said that in the past the design of the census questionnaire was based upon processing requirements. These designs were not "user friendly." As for stateside, in preparation for Census 2000, the Census Bureau worked with private-sector designers to develop a more attractive questionnaire. As a result of these consultations, Census 2000 questionnaires are easier to complete and incorporate graphics, color contrasts, navigational aides, better groupings of questions, and easily understood instructions.

During the 1990 census in Puerto Rico, the U.S. Postal Service delivered unaddressed short-form questionnaires to each housing unit on the Island. Respondents were instructed to complete the questionnaire and return it to an enumerator who would visit his or her household in the near future.

For Census 2000, residents of Puerto Rico will first receive an advance letter. This letter will inform households that a Census 2000 questionnaire will soon arrive. Within a few days, a census enumerator will deliver a questionnaire to each household. The respondents will be asked to complete the questionnaire and mail his or her completed questionnaire to the Census Bureau in the postage-paid envelope provided with the questionnaire. Each household will receive a "reminder postcard" thanking each respondent who has returned his or her questionnaire, it also reminds each nonrespondent household to complete the questionnaire if it has not already done so. Nonrespondent households will receive a follow-up visit from a Census Bureau enumerator.

The Census Bureau has developed an integrated enumeration strategy to accurately enumerate Puerto Rico. There are several components of this strategy—

- Distribution of the "Be Counted" questionnaires to residents who have not received a questionnaire. These will be distributed at walk-in questionnaire centers and at a number of public and private facilities staffed by bilingual employees.
- Toll-free telephone questionnaire assistance in both Spanish and English. This system will provide automated, touch-tone information to residents requesting information. Callers also are able to request a questionnaire through this system and request assistance in languages other than English and Spanish.
- Distribution of language guides in Haitian-Creole for the Haitian population residing in Puerto Rico.
- The Government of Puerto Rico will assist in identifying areas requiring targeted visits by teams of enumerators. These areas are likely to include multi-unit housing complexes and areas with high nonresponse.
- The Census Bureau also will target hard-to-enumerate populations in shelters, soup kitchens, and nonsheltered outdoor locations.
- Local census offices will open "walk-in centers" to provide assistance in locations like community centers and large apartment complexes. Unaddressed, "Be Counted" questionnaires will be available at these centers.
- The Census Bureau plans to mail letters to managers of multi-unit structures, "gated" communities, and housing associations to inform the management of Census 2000 activities and request access to these properties by Census Bureau employees.

Ms. Hovland said Census 2000 data will be disseminated primarily through the American FactFinder, which is accessible through the Census Bureau's Internet site. In addition, redistricting data will also be provided on Puerto Rico by mid-2001.

Mr. Feliciano (Census Bureau) said address listing operations were conducted between October 1998 and January 1999, during which time approximately 1.3 million housing units were recorded. To conduct the address listing operations, the Census Bureau opened 24 field offices throughout the Island and recruited approximately 2,700 temporary employees.

To conduct Census 2000 in Puerto Rico, enumerators will use address lists to deliver questionnaires to each household. Also, this operation, known as "update-leave," will require enumerators to update the address lists when discrepancies are noted. The "update-leave" operation will be conducted from March 3 to March 30, 2000. Nonresponse follow-up operations will be conducted from April 27 to July 7, 2000. Census enumerators will personally visit nonrespondent households and request an interview to complete a census questionnaire.

Mr. Feliciano said one challenge to the enumeration in Puerto Rico will be obtaining completed questionnaires for residents living in "special places." Examples of "special places" include—colleges, hospitals, prisons, convents, shelters, soup kitchen, camp grounds, and marinas.

Nine local census offices will be opened throughout Puerto Rico for Census 2000. Three offices opened July 1, 1999. Additional offices will open August 1 and September 1, 1999. Currently, these offices are receiving furniture and being wired for telephone and data transmissions.

Mr. Feliciano said it has been challenging to recruit candidates for Census 2000 operations. The greatest recruiting challenge in Puerto Rico has been finding enumerators living in "gated" and multi-million dollar subdivisions. To enumerate these areas, the Census Bureau has contacted part-time employees of the housing associations and/or security/monitoring companies. These employees are known to the community and have access to the property.

He said the pay in Puerto Rico is very competitive. Because unemployment is low in Puerto Rico, it is difficult to recruit and maintain a workforce for the temporary Census 2000 positions. During the address listing operations, the Census Bureau tested approximately 25,000 applicants for 2,700 available positions.

In response to a question by Mr. Chavez, Ms. Hovland said the percentage of sample households in ACE in Puerto Rico will likely be a little larger than the stateside sample. Because the PES sample in Puerto Rico was not large enough in 1990, the variances noted in that evaluation were large. The larger sample for ACE should correct this problem.

In response to a question by Dr. Lucero, Ms. Hovland said there are few differences between the stateside and Puerto Rico questionnaires. There are differences in the geographic terms used and minor additions or deletions of terms that are commonly used stateside but are less common in Puerto Rico.

In response to a question, Ms. Hovland said for the first time in Puerto Rico the Census 2000 questionnaire will include the "race question." This question has not been tested in Puerto Rico. The Census Bureau has prepared Spanish-language fact sheets addressing the "race question."

Dr. Lucero asked if there was any negative or positive reaction to the "race question" in Puerto Rico. Ms. Hovland said that this question was discussed during the meetings of the Interagency Committee chaired by the Puerto Rico Planning Board. The Census Bureau did not participate in the internal discussions of the Puerto Rican Government regarding questionnaire content. Ms. Hovland said it is difficult to determine what the reaction of respondents will be to the "race question."

In response to a question by Mr. Chavez, Ms. Hovland said the Census Bureau has never conducted a mailout/mailback census in Puerto Rico. However, the Census Bureau expects a response rate of approximately 50 percent in Puerto Rico even though this is the first time we will ask respondents to mail back the forms. This is slightly lower than the anticipated response rate from the stateside enumeration.

Mr. Dukakis (Census Bureau) said the Partnership Specialists will be working to educate Puerto Rico's residents about the mailout/mailback nature of the census.

In response to a question by Mr. Chavez, Ms. Hovland said households in Puerto Rico will initially receive a Spanish-language questionnaire. They can request an English-language questionnaire by calling a telephone questionnaire assistance center. The Census Bureau expects that less than 5 percent of all residents in Puerto Rico will likely request an

English-language questionnaire. Regardless of the questionnaire received, the questionnaires delivered to households will be barcoded.

Ms. Roman asked if the Census Bureau will include Puerto Rico in the general census data. Mr. Gibson (Census Bureau) said stateside data and data for Puerto Rico will be separate. This separation of data was requested by the Government of Puerto Rico.

Recruiting and Hiring

Mr. Chavez asked if any testing has taken place in Puerto Rico during the 1990s; if so, what topics were tested. Ms. Hovland (Census Bureau) said the last testing in Puerto Rico took place in 1979 in preparation for the 1980 census.

Mr. Chavez asked if the decision not to conduct testing in Puerto Rico was made by the Census Bureau, or would Puerto Rico have some influence in such decisions. Ms. Hovland said she believed decisions on where and when to test were made by the Census Bureau.

In response to a question by Mr. Chavez, Ms. Hovland said the Census Bureau's Population Division prepares estimates for Puerto Rico. These estimates are prepared jointly between the Census Bureau and the government of Puerto Rico. Puerto Rico is currently not involved in any of the Census Bureau's on-going surveys.

In response to a question by Dr. Garcia, Mr. Feliciano said "gated" communities are primarily located in the San Juan region; however, such communities are becoming more common throughout the Island. In San Juan, there are approximately 1,000 "gated" communities. Puerto Rico's governor has even begun to erect gates around public housing to make these residences more secure.

Mr. Chavez noted that Mr. Feliciano expected Puerto Rico's census offices to have employee turnover throughout Census 2000. He asked if Puerto Rico had a higher rate of turnover than offices stateside. Mr. Feliciano said he could not compare stateside employment with employment in Puerto Rico because he had never worked on a decennial census stateside. He has heard that stateside offices have a higher rate of turnover than Puerto Rico, possibly because of the higher unemployment rates coupled with the higher pay offered in Puerto Rico. Such incentives result in lower turnover in the Puerto Rico offices.

Mr. Dukakis (Census Bureau) said that the Puerto Rico census offices have lost a number of employees to the military. Because the U.S. Southern Command [Armed Services] is relocating from Panama to Puerto Rico, it has begun recruiting to fill professional positions. The military is able to offer permanent positions, whereas Census 2000 are temporary.

Mr. Weiler (Census Bureau) said the Census Bureau has been working with the Westat Corporation to determine pay rates used for stateside Census 2000 employment. The Census Bureau has used these stateside data to model competitive pay rates for Puerto Rico. Because of the close-knit nature of many Puerto Rican communities, the Census Bureau decided to establish one pay rate for the entire Island. In the past, this pay rate has been competitive enough to encourage a sufficient number of candidates to apply for census positions.

Competitive pay rates have been very effective at limiting the amount of employee turn-over stateside. The Census Bureau believes the same will be true in Puerto Rico.

Partnership Program

Ms. August (Census Bureau) said there is a high level of enthusiasm for Census 2000 in Puerto Rico. Many of the organizations that participated in the 1990 census also will participate in Census 2000.

She said that by August 1999, there will be 12 Partnership Specialists working in Puerto Rico. These Partnership Specialists will be educating the communities about Census 2000, providing the media with positive and informative news about the census, and organizing partnerships with local businesses and organizations to promote Census 2000 in Puerto Rico.

Ms. Ramos (Census Bureau) said she has been a Community Partnership Specialist in the Puerto Rico Area Office since March 1998. As a Partnership Specialist, she has worked to increase the awareness of Census 2000 and educate Puerto Rico's residents of the importance of Census 2000. Additionally, she has sought the support of businesses that have Island-wide influence and coverage. Partnerships with these easily-identified businesses will be used to heighten awareness of the census in their business outlets. Currently, the Census Bureau has partnered with more than 150 businesses, community organizations, and governments in Puerto Rico.

Ms. Ramos said the people she has contacted have been very supportive of Census 2000 and have understood the positive influence their participation in the census will have for their community.

In response to a question from Mr. Chavez, Ms. Hovland (Census Bureau) said some questions from the 1990 Puerto Rico questionnaire would not appear on the Census 2000 Puerto Rico questionnaire. For example, in previous censuses, data on the condition of the housing unit was collected by an enumerator's observations. Since Census 2000 is a mailback census, this question was removed from the questionnaire. Additionally, the "language spoken at home" question found on the Census 2000 questionnaire in Puerto Rico is identical to that found on the stateside questionnaire.

In response to a question from Dr. Lucero, Ms. Ramos said targeted populations in Puerto Rico would include immigrants from Haiti, Asia, and the Dominican Republic. Ms. Hovland added that the Partnership Specialists also will target populations using a data base containing 1990 census information from Puerto Rico.

Ms. Ramos said that in Puerto Rico, the media has made an issue of the "race question." Reaction to this question seems to have been generated by the media. She said she has not encountered any negative reactions to this question in the communities she has visited. Residents of Puerto Rico view the "race" question as a way to self-identify themselves and, therefore, react positively to the inclusion of this question.

Mr. Feliciano said previous to Census 2000 the "race question" has not been asked. Any controversy over this question was based simply upon its novelty on the Puerto Rican questionnaire. Some residents have asked how to identify themselves when answering this question. The Partnership Specialists have told the communities they visit that people should identify themselves however they feel most comfortable.

In response to a question by Mr. Chavez, Ms. Hovland said the format and appearance of the questionnaire for Puerto Rico is a result of discussions between the governments of the United States and Puerto Rico. The Puerto Rican questionnaire will now provide more comparability between data from Puerto Rico and stateside.

Mr. Garcia asked how the Partnership Specialists were addressing the confidentiality of census data. Ms. Ramos said she has emphasized that all census data are safe and confidential. She supported these statements with examples of the Census Bureau's willingness to go to court to protect respondent confidentiality. Communities also were told that census data would not be given to the Immigration and Naturalization Service.

In response to a question from Dr. Lucero, Mr. Dukakis said there is no distinction between Partnership Specialists and Media Specialists in Puerto Rico. The 12 Partnership Specialists in Puerto Rico will be expected to work with the community organizations and governments to promote the census through the local media.

In response to Dr. Lucero's concern that only 12 Partnership Specialists would be hired in Puerto Rico, Mr. Feliciano said that in 1990 Puerto Rico only had 3 Partnership Specialists.

Mr. Chavez asked how the Partnership Specialists were informing residents that Census 2000 would be a mailback census. Ms. Ramos said the Partnership Specialists have focused on this change. Residents of Puerto Rico will learn of this change through the constant repetition of this message.

Mr. Chavez asked if the Supreme Court's decision against the use of statistical sampling made more money available to hire Partnership Specialist. Ms. August said that as a result of the Supreme Court's decision, the Census Bureau increased the number of Partnership Specialist hired for Puerto Rico from 3 to 12.

Mr. Feliciano noted that in Puerto Rico residents are not able to leave mail in their mailboxes and expect a postal employee to collect mail from private mailboxes. As a result, the Census Bureau is working with the post office in Puerto Rico to collect questionnaires that are left in mailboxes.

On a related topic, Mr. Feliciano said the Census Bureau was working to develop a special postal cancellation stamp for Puerto Rico. A prototype stamp includes a silhouette of the Island and the Census 2000 logo.

Mr. Fajardo Ve'lez said the press coverage of Census 2000 in Puerto Rico has been very positive. He was pleased that many of the Island's businesses have partnered with the Census Bureau. Mr. Feliciano added that no businesses have refused to partner with the Census Bureau.

Mr. Dukakis said an official Census 2000 kick-off ceremony would be held in Puerto Rico on August 3, 1999.

Marketing/Promotional Campaigns (Poster and Census In Schools Program)

Ms. McKenney (Census Bureau) told the Hispanic Committee that the posters for Puerto Rico and for the United States were both approved. She added, in response to Mr. Chavez, that the Committee will be allowed to see and comment on statements which will be added to the posters. Committee members expressed their delight that the original design was approved.

Ms. Marks (Census Bureau) noted that for the first time Puerto Ricans will be asked to return their questionnaires by mail. This is a significant change and will be addressed by the advertising campaign. The ads are being developed by Young & Rubicam (Y&R) Puerto Rico, located in San Juan. Since it is located on the Island, Y&R Puerto Rico can tap into local knowledge, and can better design ads to appeal to the local culture.

A series of eight focus groups were conducted at three sites. Most of the findings were expected. Many people were unfamiliar with the census; therefore, they were resistant to participating. In addition, participants in the focus groups expressed their distrust of the government and its ability to ensure the confidentiality of the information obtained in the census. Many participants, particularly older Puerto Ricans, were concerned that they would not be visited by an enumerator. All of these concerns will be addressed in the advertising campaign. The focus groups also revealed that the most effective message to stimulate participation is emphasizing the benefits that will come from completing a census questionnaire; in other words, the ads will emphasize "what's in it for me." The advertising will be in Spanish. Also, the research revealed that the most effective ads were those that incorporated children.

The creative concepts are still in production. There are two basic concepts for the television ads, two for print, and three for the radio. A television spot called "Screen" will begin by depicting several spots. As the camera pulls back, there will be more and more spots which eventually will form a picture on the screen of an entire community. A second television ad, "Musical Chairs," is based on the idea of limited resources and the potential for being left out if one is not prepared. Both of these appealed to focus group participants. All ads will emphasize the mail-back strategy for returning questionnaires. Many of them will, in fact, show people in the act of mailing their questionnaires. Many of the ads also will address confidentiality.

The ads are designed to reach every Puerto Rican. In addition to the majority, there are three subgroups that the ads will have to target: Dominicans, Anglos, and Christian Fundamentalists. The targeting strategy is very similar to the "likelihood spectrum" that Y&R uses in determining how to reach different segments of the population and which media to use.

Educational ads will begin to appear in November 1999 and will continue through the middle of January 2000. After that there will be motivational ads and then nonresponse follow-up ads, (just as there will be for the mainland).

Ms. Crews (Census Bureau) contrasted the general Census in Schools program with that for Puerto Rico. There is currently a general fact sheet for the Census in Schools program, and there soon will be one for Puerto Rico. The packet for Puerto Rico is designed for kindergarten to 12th grade teachers. Principals were sent a notification packet with a cover letter letting them know that they will receive the teacher materials in the fall. The packets for Puerto Rico and the Island areas are distinguished from those going to the mainland United States by the wave graphics on the envelope. The teaching kit will contain a map of Puerto Rico with its population distribution by municipio, a teacher's guide, and a letter to the teachers describing the materials and how they should be used. These should be in the hands of teachers in September. The teaching kits will be delivered through the principals.

The principal's kits will contain a letter of support from Puerto Rico's Secretary of Education, a letter explaining the contents of the package, an example of the teaching kit, and a poster. All of the materials are in Spanish; only a second version of the teacher's guide will be in English. Every teacher in every school in Puerto Rico will receive the Census in Schools materials. In the spring of 2000, the Census Bureau will send out take-home materials for the students (these are still in development). The materials will include a fun activity for students to do with their parents, which will serve as another reminder to the parents to complete and return the questionnaire. This activity has yet to be developed. Ms. Crews indicated that she has copies of the draft materials that the Hispanic Committee members can examine. The lessons are along three strands— map literacy, community involvement, and data management. There is also a "scope and sequence" that explains how these lessons fit into Puerto Rico's educational standards.

In response to Dr. Lucero, Ms. Hovland (Census Bureau) indicated that there are opportunities for those involved in the Partnership Program to get involved with the Census in Schools program. For instance, they could help distribute teacher's materials should there be a shortfall.

Responding to Dr. Lucero, Ms. Crews explained that the Census in Schools materials would be available on the internet, but only the English version that will be used in the United States. Since the Spanish version to be used in Puerto Rico will be distributed to all schools and students there, the Census Bureau had not made preparations to make it available over the internet. Should the need arise, these materials will have information about how to get more copies. This may happen since the Census Bureau does not have an exact count of how many students are at each school.

Ms. Crews explained that the teaching materials in the United States will only go to those teachers who request them. Information about the program will be sent to all elementary teachers and to mathematics and social studies teachers at the high school level. For Puerto Rico, the materials go to all teachers.

In response to Ms. Roman's concern that the Census Bureau does not have an accurate count of teachers and students in Puerto Rico, Ms. Hovland explained that the Island's Department of Education has provided a preliminary list of principals. [Since the meeting, the Island's Department of Education has provided a list of the number of teachers in each public school.] The Department also has reviewed the materials and discussed how to distribute the materials throughout the Island. By working with the principals, the Census Bureau hopes to get an accurate count of the number of students. Ms. Hovland also indicated that the Census Bureau will include a camera-ready version of the material in English to each school. This will allow any school that emphasizes bilingual education to have access to the materials in English.

Mr. Fajardo asked if it would be possible for the Puerto Rico Department of Education to place a copy of the Spanish-language version on its home page. Ms. Crews and Ms. Hovland agreed that this was a reasonable request.

Dr. Garcia asked for a description of the radio ads. Ms. Marks indicated that the ad entitled "Sheep" is metaphorical, using counting sheep to explain that everyone will sleep better as a result of the count. Meanwhile, the ad entitled "Hurricane" is intended to show the importance of census information (and in particular census maps) during natural disasters. Neither has been cleared by the Census Bureau. Ms. Flaim (Census Bureau) read the text for both of the ads in Spanish. Responding to Dr. Garcia, Ms. Marks noted that reference to specific natural disasters, like Hurricane George, were done in other areas. Mr. Fajardo felt that using George as a reference would not be effective, especially if the Island is subject to a new hurricane between now and the census. Ms. Marks, in reading the description of a motivational, entitled "Mail," noted that the English translations might not be very specific and are not a good basis for judging the Spanish text.

After Ms. Flaim (Census Bureau) read the text for the ad entitled "Mail" in Spanish, both she and Ms. Roman agreed that it needs editing. Ms. Roman disliked its introduction, arguing that it would not provide sufficient motivation. She also disputed the wisdom of using the sound of sheep to sell the census in Puerto Rico and would prefer something more culturally relevant. Ms. Marks explained that the creative team is Y&R Puerto Rico. Ms. Roman speculated that while the creative team may be from Puerto Rico, the research might not have been conducted by natives. Ms. Marks stated that the radio ads had not yet been tested. Ms. Roman noted that she liked the research presented by the Puerto Rican creative team, but believes that the print material is too dark and employs too few bright colors.

Mr. Chavez asked why there was such concern in Puerto Rico about having to mail back census questionnaires. Mr. Feliciano (Census Bureau), who attended three of the focus groups, explained that Puerto Ricans were uncertain that the message to mail back the questionnaires was strong enough. These groups also critiqued the color of the print ads and expressed concern that some of the ads did not address the issue of confidentiality. Ms. Marks added that many

older Puerto Ricans were used to having enumerators pick up the questionnaires and liked having someone to help fill them out. Many fear that the questionnaires will be complex.

In response to Dr. Garcia, Ms. Marks explained that the ad campaign will be coordinated with partnership activities, just like in the United States. Partnership Specialists will receive television and radio ad scripts in case they want to produce their own public service announcements. There will be Census Bureau representatives at an upcoming town hall meeting who can discuss both Census in Schools Program and the advertisements with the Partnership Specialists and government officials who will attend. There also will be an internet site that will be designed to keep Partnership Specialists everywhere informed about the latest information.

Dr. Garcia was told by Ms. Crews that the "X" on the Puerto Rico map that appears on the envelope holding the Census in Schools materials does not mark any particular spot. Students will be asked to use the included map to find where they live and to place a symbol there. Mr. Chavez asked if the natural disaster theme used in the ads would be useful in California or other states that are subject to such catastrophes. Ms. Marks indicated that there are only plans to use it for Puerto Rico and other island areas.

Responding to a question from Dr. Lucero, Ms. Marks stated that the advertising dollars would be allocated based on which media would be most effective in reaching a particular target audience. In the US, for instance, most Hispanics can be reached by television, while radio is most effective in reaching African Americans. The strategy and dollars spent will vary depending on audience and location. The actual division of funds has not yet happened. She further explained that the results of the Census 2000 Dress Rehearsal cannot be used to draw any conclusions, since each location was a limited market and the media was not purchased systematically enough to constitute a test. Industry data are more reliable. These reinforce the "likelihood spectrum" and the role of civic participation in answering the census. People who know the census is coming are more likely to respond. She noted that the evaluation of the "innovative and aggressive" program used in South Carolina in the dress rehearsal suggested it was not very effective. The Asian audience in Sacramento tended to respond positively to advertisements, particularly those that performed an education function.

Ms. Marks stated that media decisions also are based on which "tier" of the target population that one is trying to reach. Only at this point do dollar figures play a role. Once these figures are generated, then the advertising team (consisting of all agencies) decides how to allocate funds and which media programs to cut back (in the event that there are too few funds to support every aspect of the advertising campaign.)

Ms. Marks explained to Ms. Roman that Y&R is responsible for making the decisions about which media buys to make. At this stage, Y&R will look to see what kinds of deals it can make to get proper placement for the ads. It also considers what each region considers to be critical buys. Ideally, a station or magazine will provide "value-added" time or space. In other words, for every dollar spent on ad time or space, the Census Bureau will receive an additional amount of complimentary time or space. Y&R also looks for what it calls "on-air integration," which includes mentions of the census during news, informational programs that highlight the census, and editorial support. Value-added requests are one way for each region to tailor the ad campaign to local needs. When value-added contracts are negotiated, the regions will exchange contact lists with the media outlets to ensure that there is contact with the media. This type of coordination is critical. Depending on what Congress does, most of the media dollars will become available in October 1999 at the start of the fiscal year 2000. The level of funding has not yet been determined or approved by Congress.

Public Comment

Ms. Vidal (Office of the Mayor, City of New York) expressed her concern that the roster on the questionnaire for Puerto Rico is more difficult to find than the one on the U.S. questionnaire.

Joint Working Lunch Hispanic and American Indian and Alaska Native Populations

Census Information Centers Program (AIAN/HISP)

Mr. Rolark said he had talked to the Committees about the Census Information Centers (CIC) program earlier this year. The Census Bureau established the CIC program in the Customer Liaison Office to assure that information about the census and census products is disseminated to the various communities. The Census Bureau recently sponsored a conference in Jacksonville, FL, on the CIC program. The meeting was attended by representatives of about 30 interested organizations—CIC sponsors as well as affiliates—which participated in discussions of the Census Bureau's plans for the program. The agency's major objectives for the conference were to obtain feedback from the participants on the effectiveness of the CIC program and to provide attendees with training on the latest census products and media. A computer center was available at the conference that was used for a training session on the use of the new American FactFinder system for electronic data dissemination. The conference included discussions of the Census Bureau's efforts to reengineer the CIC program.

Mr. Rolark noted that the Census Bureau had brought representatives of the CICs to Headquarters last November to talk about the program. The CIC program began in 1988, and was fairly well established by 1998, but neither the Census Bureau or program participants were happy with the way the program was working. Funding had always been a problem, but there were other problems as well. To improve the situation, the Census Bureau decided to develop an action plan to update the program. The plan emphasized data dissemination, but also looked at the current CICs to identify their strengths and weaknesses and to try to get each of the centers "on an even keel." The action plan established a set of nine core competencies required of each CIC, and set for a specific mission statement for the program.

During the Jacksonville conference, each of the CIC members participating discussed what they were doing with the data available from the Census Bureau. Participants pointed out that grassroots community organizations really need the Census Bureau's data. The CICs try to customize Census Bureau data for local use and also provide free information. However, the latter frequently is very difficult for local organizations to do because they lack the necessary resources. The American FactFinder will help in some respects, because the CICs will have computers that will allow local people to walk in and access the information right in the CIC office. A representative of the Urban League talked about the need for more printed materials and about their community technology center, which is designed to enable local communities to learn how to use the Census Bureau's technology. Some other participants thought electronic media was more important than print; representatives of IndianNet suggested that getting information out over the radio was more efficient than using print media. IndianNet currently is doing talk shows that are discussing Census 2000. The Asian and Pacific Islander American Health Forum thought the CICs had a key role in tailoring data for local communities and talked about developing a "We the Americans" series of reports for Census 2000 as was done in the 1990 Census. Other participants discussed ways to use the leverage of their work and the support provided by the Census Bureau to get more funding and resources for their local work. Mr. Rolark noted that the Census Bureau is talking with various "Fortune 500" companies and other organizations to get additional help for local organizations and the CICs.

Mr. Rolark commented that the Jacksonville conference identified three general requirements for improving the CIC program—(1) local communities need to know better ways to use Census Bureau data, (2) the Census Bureau and the CICs need to improve marketing of the agency's data, and (3) the CICs have to learn how to work better with the local census offices. The conference recognized the considerable advantages involved in having a variety of organizations as part of a CIC, and all of the participants in the conference believed that it was important for their organizations to be part of the program. He added that the Census Bureau is preparing a report on the conference with recommendations for improving the CIC program, which he expects will be completed by November of this year.

Mr. Nygaard (AIAN) commented that a major concern among American Indian and Alaska Native participants in the Jacksonville conference was the underutilization of the CIC program by their own community and how to find ways to improve contacts between the CICs and the tribal governments. The other principal concern was the lack of resources to support the CICs and their activities and finding ways of obtaining more support for the CICs.

Mr. Chavez (HISP) said that the lack of resources is a recurring theme for the CIC program. He noted that concerns have been expressed for some time about the possibility that the move to electronic media for census data release is potentially detrimental to some minority communities, but an interesting point raised at the conference was that AIAN

radio outlets frequently use the InterNet for radio broadcasts. This allows them to reach tribal areas so remote that they are effectively inaccessible by any other means. Another point that might deserve further consideration is the three different models of possible CIC development in the near future. He suggested that there is a lot more going on at the CICs than the Committees may get from a 5-minute update session, and some additional information on the program may be needed. He added that the conference was attended primarily by the providers of data, and it would be very useful to have some input from users of the data to help the Committees develop recommendations for improving the program or other means of helping the CICs provide better service.

Mr. Rolark commented that the Customer Liaison Office staff is trying to visit all of the CICs currently in operation to find out what they need to do their job, and also to try to determine what the sponsoring organizations involved actually do with the information provided to the public, how they are organized, and so on. This cycle of visits started in the spring of this year; as soon as it is completed, the CLO will write up its findings in a report that the Committees will be able to read for their own reference. He noted that there is a question about the best structure for the CIC program. The current standard structure calls for a "lead" CIC with several affiliates throughout the region or country. Questions have been raised over whether this is the best structure for the program. For example, a nonprofit organization that receives money for a specific project may find it difficult to work with organizations that are outside their affiliate network. There also is a consortium-type structure in place, in which a group of organizations that together provide the core capabilities needed, with one affiliate acting as the principal contact organization for the group. A third variation in structure is one in which there is no lead agency or affiliate and the organizations all function as contact points. No single organization seems to meet all the requirements of all the CICs.

Also discussed at the conference was the need for the CIC program to involve more colleges and universities with majority African American, American Indian and Alaska Native, Hispanic, and Asian and Pacific Islander student bodies. It is important that these colleges and universities have access to Census Bureau data.

Ms. Carney commented that the Jacksonville conference was highly successful, especially the work at the computer center.

Mr. Rolark asked for any comments from members regarding the CIC program, noting that all of the participants at the conference believed the program is very important. He felt that once the Census 2000 data begin to be released, the importance of the CICs will only increase.

Mr. Zunigha (AIAN) said the need for additional resources for the CICs is a constant problem, and wondered if the Director has included additional funding for the program in his request for supplemental funds for the decennial census.

Mr. Rolark said he hoped there would be more money for the program in the budget for Census 2000. He recently met with the Director to discuss various issues, and he believed the prospects for some added support are good. He noted that this discussion included other ways to obtain additional resources for the CICs, and the possibility of shifting funds from other programs also was considered.

In response to a question by Mr. Garcia (HISP), Mr. Rolark said he hoped the decision about the structure of the CIC program would be settled by the end of the year. The Census Bureau will be bringing new CICs into the program next year and plans to have them up and running by the beginning of 2001 to be able to handle dissemination of the Census 2000 data.

In reply to further questions by Mr. Garcia, Mr. Rolark said the Census Bureau has looked at the "consortium" model for CIC structure, using an American Indian media group which operates a CIC to examine the capabilities of that type of operation. In that particular case, the composition of the consortium included a number of media outlets, so the dissemination capacity was substantial, but the organization lacked analytical capability. The Census Bureau is considering how it might be possible to ally groups of this type with others, such as universities, that would have the ability to perform more analysis for users.

Ms. Lucero (HISP) commented that she remains concerned about the lack of knowledge among data users about the CICs and their services. She wondered if the Census Bureau had ever considered surveying CIC past and current users about how they learned of the centers and how to promote them to other users. Mr. Rolark said the agency has not done any

survey of that type thus far, but it certainly should consider doing one. He added that the Census Bureau's staff is developing a marketing plan for the CICs, and a survey of users is a likely component of that plan.

Ms. Lucero suggested that it would be very useful to have the CIC marketing plan in place before the Partnership Specialists have finished their decennial work. Mr. Rolark noted that information on the various information center programs is part of the Partnership Specialist training, and that the specialists and the local census offices are to be involved in disseminating information about the centers to the public.

Meeting of the Census Advisory Committee on the American Indian and Alaska Native Populations July 14, 1999

Update Customer Liaison Office: Role of Program Administrator (AIAN)

Mr. Rolark said he spoke to the American Indian and Alaska Native (AIAN) Committee at the last meeting about the Census Bureau's plans to hire an administrator for the Tribal Governments Program in the Customer Liaison Office.

Ms. Thelma Stiffarm recently was hired for this post. Mr. Rolark noted that Ms. Stiffarm has been very busy in her short time at the Census Bureau. She came to the agency from a position as executive director of tribal councils in Montana and Wyoming.

Mr. Rolark briefly reviewed the Tribal Governments Program. The Census Bureau plans to continue the program throughout the next decade with the goal of working with tribal governments on a wide variety of Census Bureau programs, including not only the decennial census, but the American Community Survey and other demographic and economic surveys. The agency wants to make certain that tribal governments are aware of these programs, and that the agency knows of any issues the tribes may have with those activities. The Census Bureau is developing an action plan for the program and is doing the administrative work needed to hire the additional staff needed to work on the program. The agency currently is reviewing the list of national conferences of AIAN organizations and associations regarding attendance by Census Bureau staff. He noted that the Census Bureau will have staff attending the National Conference of American Indians in Canada next week.

Ms. Stiffarm said she is pleased to meet the Committee members. She noted that many of the tribal people in Montana and Wyoming are very concerned about the undercount. She said she is enrolled at the Fort Belknap Reservation and served on the tribal council there. She graduated from the University of Montana and earned a degree in law from the University of New Mexico. She has worked with several intertribal organizations, including the All-Indian Pueblo Council, the United Tribes of North Dakota, the Indian Rights Project of the Civil Rights Commission, the Indian Law Center at the University of New Mexico (where she worked on the development of Indian tribes' juvenile codes and a juvenile diversion project), and the Native American Rights Fund (setting up planning offices for tribes to help plan economic development). She noted that she also has worked for a major oil company. When she left the company, she established her own business doing legal seminars for tribes and Federal agencies. This work has resulted in travel all over the country, and led to her return ultimately to Montana where she was asked to help in reforming the organization of the tribes in the state. It was while she was in Montana that she heard of the position with the Tribal Liaison Program at the Census Bureau.

She added that she believes her role is to help the Census Bureau and the tribes obtain the best possible data. She has experience working with tribal planners and with tribal councils, and believes she can help the agency and the tribes improve the census for the American Indian and Alaska Native population.

Mr. Zunigha said Ms. Stiffarm has a very impressive background, and he welcomed her to the Committee and to the effort to improve the census. He added that he believes the Committee has a very strong membership, particularly the women members, who have shown remarkable strength in their advocacy and representation. He added that he was glad to see Ms. Stiffarm's impressive resumé, pointing out that she will be in "deep water" right from the start.

Ms. Stiffarm said her office telephone number is (301) 457-2991, and urged any member who has questions, suggestions, or information that could be of use to feel free to contact her at any time.

Update of Geographic Programs

Mr. Marinucci (Census Bureau) noted that at its last meeting, the Committee made three recommendations that had addressed various parts of the Census Bureau's geographic programs. The first of these recommended the production of a handbook that described the geographic areas and programs for American Indians and Alaska Natives while the second was to initiate a program to delineate tribal subdivisions for American Indian tribes with a land base. The third recommendation called for increasing support for the geographic programs by working for closer relationships between the Census Bureau's geographers, the partnership specialists, and tribal officials.

The Census Bureau hoped to have a copy of the handbook available for this meeting; however, in attending the regional tribal governments' conferences, the agency found that it needed to gather more information about what the tribes needed and how to respond to those needs. As a result, the agency has had to reconsider some of its definitions and criteria for the handbook, delaying its release. In the interim before the handbook is ready, the Census Bureau will prepare a *Federal Register* notice that will provide area definitions and rationale for the American Indian and Alaska Native geographic areas for Census 2000. The notice should be released by the end of the summer to allow for a 60-day comment period; copies will be sent to all the tribes, Alaska native villages, federally-recognized tribes that do not have land bases, members of the Committee, and so on, to solicit the widest possible response. In the meantime, the Census Bureau will continue to work on the geography handbook.

One of the topics in the *Federal Register* notice will be the Census Bureau's definition of the American Indian and Alaska Native land base. At this Committee's last meeting, suggestions were made that the Census Bureau look into the definition of "Indian Country." Different Federal agencies use different definitions, and those used by the Census Bureau do not necessarily match those used by other agencies. As part of the tribal governments' conferences, the Census Bureau consulted other agencies to determine their definitions and how they use census data. The Census Bureau is not proposing major changes in its definitions in the *Federal Register* notice, but the notice will constitute the first time the Census Bureau has provided an explanation of what it plans to do with regard to the geography of Indian lands.

Mr. Marinucci reported that the Census Bureau is implementing a tribal subdivision program. There are several distinct programs to capture data for legal areas. Among these is the Tribal Boundary and Annexation Survey (BAS). The initial mailout for the BAS was on June 25, 1999, with a requested response within 60 days. The survey asked for updates to reservation and off-reservation tribal and individual trust land boundaries, as well as updated address information should house number/street name addresses exist at the boundary of the American Indian areas.

The Census Bureau has been taking copies of the BAS maps to the tribal governments' conferences to show participants what is being done. He noted the Census Bureau has made some changes to the BAS maps, such as shading areas outside Indian areas to make it easier to determine visually what land is in or out of these areas. The Census Bureau also has found that tribal officials are hesitant to certify specific boundaries because of possible legal complications, and so has changed the statement for certification to say that the boundaries are for census statistical purposes only and are correct as submitted. The Census Bureau also has new Alaska Native Regional Corporation maps that enable the agency to use a single map sheet for each corporation. In previous censuses, this had required multiple sheets for each corporation.

After completion of the 1999 BAS (expected in November), the Census Bureau will begin working on the 2000 BAS planning to get all the maps out to respondents before January 1, 2000. The Bureau will provide a map—with tribal subdivisions—to the highest official of each tribe for a final review and validation before tabulating the data.

Tribal subdivisions can be defined by federally-recognized tribes with a land base—i.e., with reservation or trust lands—and can only be delineated within the land base. Tribes can only define one type of subdivision. When tribes have more than one type of subdivision the Census Bureau is recommending that they select the smallest such subdivision so that data can be aggregated as necessary. Tribes will have full control over what type of subdivision they choose to use. Since these subdivisions are legal areas, they need not follow visible and physical features. Data for tribal subdivisions will be tabulated in an American Indian land hierarchy—i.e., state and country boundaries may be ignored.

Mr. Marinucci asked the Committee to review the detailed criteria and provide comments to the Census Bureau. The agency's intent is to send out the letters and materials in September and have the responses back and incorporated into the Census Bureau's TIGER files by December. (The mailing, collection, and completion schedule is the same for all of the legal and statistical area review and verification programs, with the objective of completing the reviews by the end of the

year so that the verification products can be sent out in February/March 2000.) This tribal subdivision information will not be available in time for inclusion in the 2000 BAS; the Census Bureau will have a separate program for verification of these boundaries.

The last of the legal areas is the State Recognized American Indian Reservation. The Census Bureau has completed identifying contacts and lists of all state recognized American Indian areas (a list of these has been included in the background documents packet).

The Census Bureau also has a statistical areas program, comprising two major types—statistical tribal areas, and participants' statistical areas. The statistical tribal areas are those areas intended to contain areas of concentration or an area of tribal activity for tribes that do not have a Federal or state recognized land base. This includes Alaska Native village statistical areas, tribal jurisdiction areas in Oklahoma, tribal designated statistical areas for federally recognized tribes, and state designated American Indian statistical areas for state recognized tribes. The Census Bureau changed its plans to collect boundaries for the Alaska Native villages. Initially, the agency was going to contact only Alaska Native regional corporations; however, after discussions in Alaska, the Census Bureau decided to send the maps to Alaska Native village officials as well.

Tribal Jurisdiction Statistical Areas will be discussed in detail at the tribal governments meeting in Oklahoma next week. There are still some areas and boundaries in Oklahoma that need clarification, and the Kansas City RCC is setting up individual meetings between the Census Bureau and individual tribes to "iron out" any discrepancies with these definitions.

The Tribal Designated Statistical Areas are for federally recognized tribes without a land base. The Census Bureau has compiled the tribes from Bureau of Indian Affairs (BIA) notices, but is still in the process of verifying by telephone which of these tribes may have a land base that has not been reported. (About 5 of the total of 30 tribes involved in this program may have trust lands.)

The last of these statistical tribal area programs is for State Designated American Indian Statistical Areas. The Census Bureau has established its contacts and will be working with state contacts to determine which areas are reservations and which may qualify as state designated American Indian statistical areas.

Mr. Marinucci noted that the Participants Statistical Areas Program is now winding down. This program provided American Indian tribes the opportunity to define standard (i.e., census tracts, block groups, census county divisions, and census designated places) statistical areas. A total of 87 areas participated in the program. The Census Bureau is about to put out a closeout notice on this program. Most of the American Indian maps for this program were sent out in January and February 1999 so there is still a little time left for response based on allowing 6 months for return of materials.

The Census Bureau is in the process of collecting and inserting the legal and statistical areas relevant to the American Indian and Alaska Native population. The agency's schedule has been adjusted to implement greater cooperative assistance between the RCCs and the tribes.

Replying to a question by Mr. Richardson, Mr. Marinucci said that the Census Bureau has created two geographic hierarchies; the first is the standard Nation/state/county one, while the other is a special American Indian hierarchy that recognizes the Indian Nation as the highest level. State and county are not part of the Indian geographic hierarchy, so state and county boundaries will be invisible to the data for Indian areas. Mr. Richardson commented that he wanted to get clarification on that question because there are a number of places in which tribal communities are split by a state boundary line. For example, there is an Indian community along the boundary between North Carolina and Virginia; as state liaison for North Carolina, he can work with the half of the community that is in Person County, NC, but Virginia does not recognize the tribe, and so that half of the tribe across the state line has no recognition.

Mr. Marinucci said that, at present, the Census Bureau's policy is to recognize only federally or state recognized tribes; if a state does not recognize the tribe, the Census Bureau will not define a specific geographic area for that tribe. In the case described, the data on the people will exist, but there will not be a way to designate a geographic area for that portion of the tribe that lives in a state that does not recognize them as a tribe.

Dr. Jojola commended the Census Bureau on the data products that are being released; they are much more user friendly than has previously been the case. He encouraged more collaboration that would lead to more schematic mapmaking, particularly extending that effort to urban areas.

Ms. Worl suggested that the Committee will likely need a longer working session on Alaska. Most of the Census Bureau's contacts so far have apparently been with tribal governments. In Alaska, there also are Alaska Native corporations, which are also federally recognized tribes for special statutory purposes. She noted that, under recent court decisions, the land controlled by the corporations is not considered as "Indian Country," but are subject to many restrictions and protections; some discussion will be needed to decide how to treat these areas. She noted that 44 million acres of land are owned by Alaska Natives, half by village corporations. There are communities that do not have tribal governments but have village corporations that are recognized as tribes under various legislative acts.

In response to a question by Mr. Marinucci, Ms. Worl said that regional corporations are not the only sort of corporations that need to be covered. There also are seven reserves, as well as other areas that need to be covered.

Replying to a question by Ms. Worl, Mr. Marinucci said the Census Bureau does not recognize the Alaska Native village corporation boundaries. The purpose of the Alaska Native village statistical area program was to delineate the populated portions of the villages.

Ms. Worl said her recommendation would be that the Census Bureau needs to address the issue of the native land base in Alaska, and that the village corporations lands be included in the land base with the regional corporations land base, as well as the reserves.

In reply to a question by Mr. Zunigha, Ms. Worl said that in Alaska there are both tribal governments and corporations, and the Census Bureau has met only with the tribal governments. They do not reach all of the native people in Alaska; the village corporations are very active, generally more so than the tribal governments and also are the means of reaching the urban population of Alaska Natives.

Ms. Worl moved that this Committee recommend that the Census Bureau include Alaska Native village and regional corporation lands be included in its statistical areas programs.

Mr. Marinucci pointed out that the question of state recognized tribes is on the agenda for the concurrent session, and that this question can be discussed further at that time. Dr. Jojola noted that the usual procedure for making recommendations on subjects discussed during the half day meeting for the Committee, is to make them when all four Committees meet. Mr. Zunigha said he would propose Ms. Worl's recommendation during the period the Committees considered its recommendations during the joint meeting of the four committees.

Mr. Zunigha commented that, in the past, the Committee has made a point of stressing that the Census Bureau of Indian Affairs (BIA) and the Census Bureau do not determine what is or is not Indian land; the Indians do. However, the Census Bureau is not trying to impose its own decisions. In its consultations with the tribes, the Census Bureau may have found that some of them have a bit of an "attitude." This should not worry the agency; what has to be done is to reach the people in the tribal governments that get the work done to come forward with the information needed.

Mr. Rodgers said he wanted to commend the Census Bureau's Geography Division for the progress it has made to create the tribal subdivision program. He added that he is really surprised that the Census Bureau was able to establish the corner points program (i.e., the provision of latitude and longitude coordinates for the corner points of the census map sheets) so quickly. He noted that there was some discussion with regard to the tribal statistical areas program of problems with tribes claiming areas beyond their service areas. He asked if the Census Bureau has established any criteria for designating tribal areas. Mr. Marinucci said there are criteria in place and would be supplied to the members before the end of the meeting.

Map Requirements for Census 2000 (Data Dissemination)

Mr. Trainor (Census Bureau) said he is the Chief of the Cartographic Operations Branch of the Census Bureau's Geography Division. That branch is concerned primarily with designing and producing map products to accompany the census or survey data after tabulation and release of data to the public. He noted that he is here, in part, in response to questions

the Committee had about a map produced by the Bureau of Indian Affairs (BIA). The BIA map is not a Census Bureau product, but the Census Bureau is taking this opportunity to review its own plans for map products for Census 2000 and to ask members for suggestions for their input to the program.

In the past, the Census Bureau produced only paper maps in its census data-dissemination programs; there were no electronic map products. These map files were created in digital form, but the technology did not exist then to make them readily accessible to the public. The development and dissemination of the computer technology needed to directly access digital map files has changed all that, and the Census Bureau is trying to take advantage of the evolving technology to expand the dissemination of all of its products in electronic form. This includes its maps for Census 2000, which the agency plans to make available on the Internet.

Mr. Trainor said that for Census 2000 data-dissemination products will include maps, cartographic boundary files that will provide users with their own automated mapping or geographic information systems with a resource to draw their own maps from the census file, and the TIGER/Line™ products (derived from the Topologically Integrated Geographic Encoding and Reference [TIGER] file database, which shows census blocks and street lines for the entire nation). The Census Bureau will produce three general types of maps—reference maps showing boundaries and geographic features that comprise those boundaries, outline maps showing boundaries and names of the geographic areas for which data are tabulated, and thematic maps that show data in some way (e.g., shaded maps, dot-distribution maps, etc.).

The Census Bureau's goal for its census map products is to show the boundaries and names of all of the geographic areas for which it will offer Census 2000 data. In addition to a national set of maps based on counties for the entire country, a new product for Census 2000 will be a set of governmental unit maps produced for individual functioning governments, including tribal governments.

These products will be offered to the public in two formats—electronic files and on-demand paper copy. Users will be able to view the electronic files, download them to their own computers, or print maps directly from the files. The map files will be made available via the Internet using the American FactFinder, and suites of products also will be on CD-ROM. Users will be able to view these products using the Adobe-PDF format, which will be available through a free reader on the Internet, and will be included in any CD-ROM products purchased.

Mr. Trainor noted that some users want to replicate the Census Bureau's mapping capability to produce plotted and other kinds of maps. The Census Bureau will be plotting maps and will make those files available to users. For example, some of the state data centers will be able to produce plotted maps on demand using their own large plotting equipment. Essentially, the Census Bureau is trying to provide the tools users will need to work with these geographic files in a variety of ways to meet their own needs. If users want to locate a specific geographic area without having to use the map file, they can do so using the geographic browser feature that will be available within the American FactFinder. On the other hand, users who do not know where the particular area is, but know the general area it is in and want to locate it, a search capability within the map files will allow users to locate selected geographic identifiers and names.

Some customers also are interested in the geographic dimension of the map sheets (the latitude and longitude corner points of a map) because they want to produce new products combining their own materials with the Census Bureau's products. This information is available in a map sheet coordinate file. The cartographic boundary files also are used by software developers and others as underlying polygons to do mapping in their own mapping systems. The Census Bureau is currently developing the content and overall map design of the geographic products for Census 2000, which will include a full suite of schematic maps. He noted that the Census Bureau is interested in any special needs the American Indian and Alaska Native community may have in terms of maps that show the boundaries and names of geographic areas for which data will be tabulated.

In response to a question by Ms. Worl, Mr. Trainor said that the Census Bureau will map whatever level of geography is appropriate for the data being offered as a result of Census 2000.

In reply to a question by Mr. Richardson, Mr. Trainor said the boundaries that will be mapped for Census 2000 will be drawn from the TIGER database, which will include the most recently accepted boundaries for Census 2000. He noted that the Census Bureau does not go to an outside source for mapping the geography, but uses boundaries specifically recognized for the census.

Responding to a question by Mr. Zunigha, Mr. Trainor said that part of the Census 2000 data-dissemination program is an effort to thank government entities for their help and participation in the census process. As part of that project, each of those government entities will be provided with one set of paper maps for that particular governmental unit. These packages will be sent as the map products are released. Other governments that may not have the capability to use Internet or electronic files can get information on how to obtain these products through the Census Bureau's regional offices or Regional Census Centers, or through the Census Information Centers (CICs) program, and the Census Bureau has a Customer Services Center that handles sales of Census Bureau products. State data centers and Federal depository libraries also may obtain these products for their own collections as well.

Replying to a question by Dr. Jojola, Mr. Trainor said the Census Bureau plans to produce some thematic maps specifically for Indian areas. Regarding the Census Bureau of Indian Affairs (BIA) map members asked about, he noted that the BIA map includes types of geographic information that the Census Bureau would not typically map, such as topography. Nevertheless, the Census Bureau is planning a series of different kinds of thematic maps, as well as a statistical atlas of the United States, which clearly would include maps dealing specifically with American Indians. He added that the particular kinds of thematic maps that would be useful is one of the areas in which the Census Bureau is asking this Committee's advice.

Dr. Jojola commented that at the recent meeting in Denver he had raised the possibility of developing a curriculum handbook to help in training census data users. Since 1990, the geography for the Indian tribes has become more and more complex, and he is very interested in how the Census Bureau plans to get advice on developing geographic products and information on those products for data users.

Mr. Trainor said that the Census Bureau will need help in developing its products, particularly with respect to how its products are likely to be used.

In reply to a question by Mr. Richardson, Mr. Trainor said the Census Bureau plans to map both federally and state recognized tribal reservations and areas. The question of nonreservation areas is somewhat more complex. The Census Bureau will be mapping areas such as tribal jurisdiction statistical areas, but he did not know specifically of any plans for dealing with urban Indian populations. Mr. Richardson pointed out that there are large Indian populations living in various cities around the country—e.g. Fayetteville, NC—and asked whether maps of these cities would show the Indian population.

Mr. Trainor said that, for the 1990 Census, the Census Bureau's city maps showed specified minority populations, adding that the "bottom line" is that if the agency has statistical data for given population characteristics at a specific geographic level, it can produce a map showing that data.

In reply to a question by Mr. Rodgers, Mr. Trainor said that he understands that census data will be available for tribal sub-divisions within American Indian and Alaska Native tribal areas, and the geography program for Census 2000 will have to accommodate that fact. He could not make any commitment about the national statistical atlas, but the Committee could certainly raise the issue of producing a comparable product for American Indian and Alaska Native areas and ask the Census Bureau to respond. He suggested that, minimally, information relevant to the American Indian and Alaska Native areas could be included in the general statistical atlas.

Update on Alaska Native Enumeration

Ms. Benetti (Census Bureau) said four enumeration methodologies will be used for the State of Alaska—

- Remote enumeration
- List/enumerate
- Update/leave
- Mail out/mail back

The focus of this presentation, however, is on the remote enumeration methodology, which will be used in the area referred to as "Remote Alaska." For Census 2000, nine cities (Kodiak, City of Unalaska, Cold Bay, King Cove, Barrow, Bethel, Dillingham, Nome, and Kotzebue) are no longer included in "Remote Alaska" and are designated as update/leave areas.

The first enumeration phase for "Remote Alaska" includes advance visits. During this phase, Census Bureau staff meet with village leaders to discuss enumeration workflow and the recruitment and testing of team leaders and enumerators takes place. These visits started in late summer and will continue through autumn, 1999. After the advance visits, the list/enumerate procedure takes place in three waves. The first wave begins January 31, 2000, and includes Wade Hampton and the Seward Peninsula; the second wave begins February 21, 2000, and covers the Aleutian Chain and eastern Alaska, and the third wave starts March 13, 2000, and covers central Alaska, the Northwest Arctic, and the North Slope. Completion of this phase is scheduled for April 22, 2000.

The list/enumerate procedures followed during these three waves include—

- Advance arrangements made by the Field Operations Supervisor with the village leaders.
- One-to-three enumerators per village.
- Team leader meets with village leaders and enumerators.
- Enumerators receive on-the-job training.
- Whenever possible, local interpreters are used to assist the enumerators.
- Team leader and enumerators complete enumeration before the team leader goes to next village.

The enumeration is not complete until the address list validation occurs, which includes—

- Confidentiality statement signed by the village official reviewing the address register.
- Identification of coverage problems, if any.
- Resolution of any coverage problems.
- Village leader signs off on address list.

Ms. Worl said it is important that the Census Bureau have additional information besides addresses to identify housing units in the remote Alaskan villages. Census Bureau headquarters staff should be given more orientation regarding geographical, cultural, and social conditions that make Alaska different from any other state or region in the United States. Perhaps most importantly, the Census Bureau should not restrict itself to dealing only with tribal organizations and leaders. In Alaska, there are other organizations, such as tribal corporations, which could be very useful in promoting Census 2000 and assisting in the enumeration process. Also, the Census Bureau should help ensure that the packets distributed by the Census in Schools Program are sent to all the Alaskan schools, and that military personnel be counted within the school districts in which they reside. Ms. Benetti (Census Bureau) said the Census 2000 questionnaire asks that respondents list their current residence, so unless the respondents indicate they are living on a military base, they will be enumerated according to the address on the questionnaire.

American Indian and Alaska Native Program Partnership With Local Tribes

Ms. Chattin-Reynolds (Census Bureau) discussed the American Indian and Alaska Native partnership program. This program includes the—

- Tribal Governments Liaison Program.
- Census 2000 Tribal Government Conferences.

- Tribal Complete Count Committees Program.
- State Recognized Tribal Program.
- Urban Strategies Program.
- Development of Promotional Materials.

Two aspects of the Tribal Governments Liaison Program include Census 2000 liaison training and the preparation of the tribal governments liaison handbook. As for the Census 2000 tribal governments conferences, 10 have been scheduled, 5 are completed (Anchorage, AK; Charlotte, NC; Mt. Pleasant, Michigan; San Francisco, CA; and Denver, CO;) and 5 remain (Oklahoma City, OK; Coeur d' Alene, ID; Mashantucket, CT; Palm Springs, CA; and Mille Lacs Reservation, MN.) The Tribal Complete Count Committee's Program represents a wide diversity of tribal complete count committees and includes a tribal complete count committees' handbook. So far, over 60 tribal complete count committees have been formed. Two components of the State Recognized Tribal Program include plans for a National-level state recognized Census 2000 tribal governments conference and a state recognized tribal governments handbook. The Urban Strategies Program includes—

- Census Bureau participation in the Census 2000 tribal governments conferences.
- Complete count committee commitments, with over 140 such commitments from Navajo complete count committees already.
- Meeting the needs of urban organizations with promotional items, fact sheets, brochures, and posters.

An information kit containing some of the promotional materials was distributed to the Committee members and others in attendance.

In response to a question by Mr. Zunigha, Ms. Marks (Census Bureau) said that a poster aimed at the Alaska Native population is being developed to supplement the Allan Hauser poster designed for the American Indian population. Ms. McKenney (Census Bureau) added that all the posters selected by the four Committees have been cleared by the Census Bureau.

Mr. Snipp suggested that the Census Bureau contact the National Indian Gaming Association for that organization's input concerning Census 2000 advertising and promotion efforts.

Ms. Chatten-Reynolds concluded with a 5-minute video highlighting scenes from the four Census 2000 tribal governments conferences conducted prior to the Denver conference.

Update on Advertising

Mr. Zunigha and a member on Media and Public Relations reported on the advertising contract work performed by Gray & Gray (g&g) Advertising. On June 14, 1999, in Portland, Oregon, Mr. Zunigha met with representatives of the Census Bureau, Young & Rubicam (Y&R), and g&g. The meeting was to introduce the subcontractor for the photography portion of the print ad campaign. The meeting was held at the studio of Todd Schellinger Photography, in which Mr. Schellinger and his staff presented a comprehensive photography production book for the ad campaign.

A copy of the photography production book was available for the Committee members' review. The book shows both the technical and artistic approaches to creating the print ads. The photographs of American Indians and Alaska Natives are taken in Montana (Chipewa Cree), Alaska (Akiak), North Carolina (Cherokee), Arizona (Navajo), and Washington (Makah). These photos feature elders and/or children with location background. Additionally, there are ads featuring images of historical heroes (Geronimo, Sitting Bull, and Chief Joseph) and a modern-day descendant superimposed over the hero. All the print ads feature copy aimed at native-American people and contain the tag line, "Generations are counting on this. Don't leave it blank."

Mr. Zunigha said that Mr. Schellinger shows a high degree of professionalism and accomplishment in the field of advertising photography. He and his staff exhibit a thorough and documented approach to their contract work with g&g. Advance work done at each location secured a tribal contact for appropriate access to the land and the people. Models were recruited by the location contacts for selection by both Messrs. Schellinger and Gray. During the meeting, the Committee's concerns were raised about the diverse native culture approach, what may constitute inappropriate images, and the need to move forward in a deliberate manner because of the short time remaining before Census 2000.

In conclusion, the pluses in the ad campaign far outweigh the minuses. Admittedly, there still is some discomfort regarding outreach efforts to the urban Indian population. Mr. Gray, however, is steadfast in his belief that the Indian imagery does speak to urban Indians. It is the target marketing and ad buys that will ensure the desired outreach. With limited time and resources, the perfect ad campaign that speaks to all people and places in Indian country is not a realistic goal, but there definitely is a marked improvement over the past 18 months in the preparation for this ad campaign.

Dr. Snipp and Ms. Stiffarm (Census Bureau) suggested that Ben Knighthorse Campbell and Billy Mills be included as contemporary heroes in addition to the historical heroes mentioned above.

Ms. Marks (Census Bureau) thanked Mr. Zunigha for his participation and contribution to the Census Bureau's paid advertising campaign.

Mr. Rodgers asked if the photographs could be incorporated into other aspects of the ad campaign, such as the National video targeting the American Indian and Alaska Native populations previously discussed by the Committee.

Ms. Marks said the Census Bureau plans to make use of the best of the photos in its posters promoting Census 2000.

Ms. Chattin-Reynolds (Census Bureau) added that the Census Bureau has produced a 6-minute promotional video, but for something on a regional or local basis, the raw footage from this video could be used. Mr. Raines (Census Bureau) said there would be additional costs associated with the production of this video. Ms. Chattin-Reynolds said the regional offices also will be receiving the raw footage and can use it to produce their own videos.

Mr. Rodgers mentioned that the Committee had recommended to Congress that grants be awarded to Indian tribes and organizations for the development of Census 2000 promotional materials and asked if the Census Bureau had received any information regarding the status of that recommendation. Ms. Marks reminded the Committee that the Census Bureau has no "grant making" authority, but that the agency's Field Division will be providing non-financial assistance to tribal organizations wishing to develop these promotional materials. Ms. Chattin-Reynolds added that this form of assistance, in-kind funding, in which each of the regional offices has received funding that they can use to help the tribal organizations in producing posters and other promotional materials and activities. Mr. Zunigha added that he was unaware of any feedback from Congress since the May 4, 1999, meeting, but that he would be following up on that issue tomorrow. He suggested the Census Bureau followup as well. Ms. Tinajero (Census Bureau) suggested that the agency's staff who are working with the Fortune 500 companies might be of assistance in identifying potential partnerships in which corporations could provide funding for these materials. Ms. Chattin-Reynolds added that the Sykes Communications Corporation would be another source for contacting corporations willing to fund promotional activities and materials.

Public Comment

There was no public comment.

Joint Meeting of the Census Advisory Committees on the African American, American Indian and Alaska Native, Asian and Pacific Islander, and Hispanic Populations

July 15-16, 1999

Introductory Remarks and Updates

Ms. Schneider (Census Bureau) asked new members to identify themselves. Ms. Hong (API) stated that she works for a consortium that works on immigration, civil rights issues, and the census. She also works with local and regional Korean and Asian American task forces. She expressed her belief that the Korean community is excited about participating in the upcoming census. Mr. Galea'i (API) stated that he is excited to be part of the Asian and Pacific Islander Committee. Mr. Helenihi (API), who had spent 30 years in the navy and is a Native Hawaiian, said that he is looking forward to serving his community and believes that he has his point of view in mind. Ms. Salas (API) said she also will represent Native Hawaiians and Pacific Islanders. She is from Guam and currently lives in California. Mr. Fajardo (Hispanic Committee [HISP]), the Secretary of Education in Puerto Rico, stated that he is honored to be part of the Hispanic Committee. Ms. Schneider noted that Ms. Gonzalez (HISP), another new member of the Hispanic Committee, was unable to attend. Ms. Schneider asked the rest of the attendees to introduce themselves. She then apologized to Ms. Stiffarm (Census Bureau), the new liaison for the American Indian and Alaska Native Committee, for not having introduced her earlier.

Dr. Prewitt (Census Bureau) welcomed Ms. Stiffarm, the new members of the Committees, and the rest of the attendees. He announced that the Native Hawaiian and Other Pacific Islander Subcommittee is now assembled and functioning. He noted that Mr. Chavez (HISP) is now chairperson of the Hispanic Committee, and also acts as an Ex-Officio member to the Census 2000 Advisory Committee. Dr. Prewitt then introduced Ms. Demeo (Census 2000 Advisory Committee), the Ex-Officio member from that Committee. He stated that Ms. Hone (Department of Commerce) is representing the Department. There were also other staff announcements—Mr. Barron is now the new Deputy Director of the Census Bureau, and Ms. Carney (Census Bureau) will soon be leaving her position as coordinator for the Race and Ethnic Advisory Committees (REAC) for non-decennial position with the Census Bureau. Though her new position takes her away from an important position, it is indicative of a wider phenomena at the Census Bureau. The decennial census requires a tremendous expansion of Census Bureau employees, many permanent employees along with temporary hires fill these positions. When permanent positions open up, those temporary hires who want to stay with the Census Bureau will apply to fill these vacancies and many permanent employees will take advantage of these new opportunities or return to their previous area of work. Dr. Prewitt presented a certificate of appreciation to Ms. Carney for her outstanding service as REAC coordinator. The Committees gave her a standing ovation.

Dr. Prewitt stated that Congress approved supplemental funding for Census 2000 that will keep the Census Bureau running through fiscal year (FY) 1999. The extra funding became necessary in the aftermath of the Supreme Court's decision to disallow the use of statistical sampling for apportionment of the U.S. House of Representatives. Congress is now considering the budget for FY 2000. The Census Bureau originally asked for \$2.8 billion, however, following the Supreme Court's decision, the Census Bureau has asked for \$1.7 billion in additional funding. The budget is being scrutinized carefully by the General Accounting Office and several appropriations committees.

While the House of Representatives Subcommittee on the Census has been considering a number of potential bills regarding the census, only a bill containing a Post Census Local Review has come to the floor of the House of Representatives for a vote. It did pass, but the Senate has yet to set a date for considering it. The U.S. House of Representatives also will hold hearings on the advertisement campaign. The body also has had hearings on the methods for counting prisoners and Americans living abroad. So far, the Census Bureau has objected to any change in the policy or procedures for counting either for 2000. So far, no legislation has been voted out of Subcommittee on the issue of counting Americans abroad.

There have been a number of conferences with American Indian tribes, including in Anchorage, San Francisco, Denver, Charlottesville, and Oklahoma City. Several others are planned but have yet to occur. These offer the Census Bureau a way to expand its reach, and will lead to a better count of American Indians, particularly on reservations, than was possible in 1990.

The advertisement production is going well at production sites, such as in Alaska. Last week, Young & Rubicam (Y&R) and its four subcontractors gave a presentation to the Monitoring Board, which went well.

Dr. Prewitt indicated that the Census Bureau is working on three issues that are particularly important to the Committees: hiring noncitizens, confidentiality, and race tabulation.

Regarding the hiring of noncitizens, the Census Bureau has created a new policy in response to concerns raised by the Committees. Noncitizens now will be placed in the same applicant pool with citizens, rather than being separated into a separate pool. In essence, there will be a citizenship neutrality policy in hiring. The recruitment literature also is being reprinted to reflect this change in hiring policy, so as not to discourage noncitizens from seeking employment. This change fits with the Census Bureau's broader policy of hiring neighbors to interview neighbors.

Regarding confidentiality, Dr. Prewitt stated that the Immigration and Naturalization Service (INS) has issued a definitive statement recognizing the primacy of Title 13 over the provisions of the Welfare Reform Act. The Department of Justice ruled that Title 13 takes precedence over other legislation, and the INS has indicated that it supports this ruling. The INS Commissioner wrote a letter stating that the INS will not seek or accept information from individual census records, as this would violate confidentiality and would undermine public trust in the census.

Dr. Prewitt stated that tabulated race data will be available at some level of aggregation. However, releasing tabulations of the block-level data that will be generated for redistricting (under Public Law 94-171) might violate confidentiality. The data must fulfill the requirements of the Voting Rights Act and the Civil Rights Act, while protecting confidentiality. The Census Bureau wants to be able to find a solution that will do both. Redistricting data from the block level are more susceptible to violating confidentiality than tabulations at a higher level of aggregation. The collection of multiracial data will further complicate the release of race-based data. Dr. Prewitt stated that the country needs to have a serious dialogue about race, and that the data from Census 2000 will provide the basis for that discussion.

The Census Bureau's operational plan for Census 2000 is now on schedule, despite the recent change from dual track census planning to a single plan. This includes the ad campaign, the Census in Schools program, and others.

The components of basic enumeration are all gathering momentum. The Census Bureau will come as close as possible to counting everyone in the United States, especially if Congress approves the whole budget for FY 2000. The Census Bureau will have the staff, the advertising, the operational design, and the coverage-improvement operations to allow it to perform the best count ever of the American people that relies solely on traditional enumeration methods. The Census Bureau then will conduct an Accuracy and Coverage Evaluation (ACE) in order to check the accuracy of the enumeration. Following Census 2000, the Census Bureau may be able to inform the country on how to solve the problems of the undercount and the differential undercount.

Dr. Prewitt noted that the Advisory Committees on Race and Ethnicity are nearing the end of their authorized time and will need to be renewed in order to help advise the Census Bureau following the census. He stated that these four Committees will provide a vital role in evaluating both the events leading up to enumeration and the final count of Census 2000.

Dr. Agrawal (Asian and Pacific Islander [API] Committee) thanked the Census Bureau for its new citizen-neutral hiring policy. He noted that this was an idea raised by the API four years earlier. He expressed his appreciation for the Census Bureau's efforts to protect confidentiality. He also thanked Ms. Carney for her hard work.

Dr. Chu (API) found the INS's pledge to protect confidentiality reassuring, though she hoped that it would maintain a moratorium on raids for more than just a couple of weeks. Dr. Prewitt responded that the Census Bureau does not have any influence over the moratorium; the INS has its own constituency and congressional committees to which it answers. The Census Bureau will work in an active but informal way to encourage the INS to do all it can to assure immigrants that participating in the census will not be used against them. Other groups also are involved in trying to lobby the INS on this issue and may be more influential than the Census Bureau.

Ms. Apoliona (API) asked if the Native Hawaiian and Other Pacific Islander Subcommittee could be authorized as a separate committee from the Asian. Dr. Prewitt stated that this will be considered actively in the rechartering process, but cautioned that getting a new committee chartered is very difficult. The priority is to get the existing four Committees rechartered.

In response to a comment from Mr. Esclamado (API), Dr. Prewitt stated that Congress' oversight function will continue throughout the census. There has been no new legislation passed by Congress that would interfere with planned census operations; the current relationship with Congress is positive. Should Congress decide not to pass the entire budget, however, there would be significant problems.

Responding to Ms. Hong (API), Dr. Prewitt stated that the appropriations process is fairly straightforward. While the budget that the Census Bureau submitted is extremely detailed, it is defensible; the Census Bureau generated its own cost-model and can account for its intended expenses down to the half-hour. However, it will be subject to intense scrutiny as it is extremely large. Most of the potentially contentious issues are in the \$1.7 billion supplemental budget. The census is entering a phase in which having a steady cash flow is important; a continuing resolution would be disruptive for many time-sensitive operations.

In response to a question by Dr. Garcia (HISP), Dr. Prewitt indicated that four states intend to use unadjusted census numbers for redistricting, even though the Census Bureau will have been able to use the Accuracy and Coverage Evaluation to produce more accurate figures than the basic enumeration will have generated. The Census Bureau will endorse the adjusted figures and believes that the corrected data will be more accurate than the unadjusted data. The states are free to use whichever numbers they choose. States like Arizona that intend to use unadjusted numbers, however, will have to submit to pre-clearance by the Department of Justice.

Responding to Dr. Hill (African American Committee [AA]), Dr. Prewitt explained that the provision to allow welfare recipients to work for the census without losing benefits is relatively uncontroversial. However, it seems to have been set aside while Congress has been debating other census related topics. Ms. Hone stated that the bill is now at the White House, and is part of the general negotiations over the appropriations bill for the Departments of Commerce, Justice, and State.

Dress Rehearsal Evaluations

Dr. Clark (Census Bureau) said the Census Bureau has released 27 Census 2000 Dress Rehearsal evaluation reports. All of the completed studies are available on the Census Bureau's web site, but she reviewed highlights of selected reports this morning.

The advertising and promotion campaign for the dress rehearsal sites at Sacramento, CA, and in South Carolina was prepared by Young & Rubicam (Y&R). The Census Bureau's evaluation is based on a random-digit dialing survey of people in the dress rehearsal sites before and after the campaign. The survey measured the change in the level of census awareness and knowledge from the campaign, and whether exposure to the campaign increased the likelihood of a person mailing back the census questionnaire. Awareness of the dress rehearsal rose dramatically after the advertising campaign—up as much as 50 percent and included improvements in knowledge of the census by minority groups and lower income populations as well—after the advertising campaign, exceeding the 30-percent increase standard set for the operation. While the multivariate analysis found that the advertising also related positively to the level of census knowledge, there is no indication of a direct relationship between the advertising campaign and the likelihood of returning the questionnaire.

The Master Address File (MAF) building process and housing-unit coverage were evaluated at all three sites using the Integrated Coverage Measurement (ICM) and Post Enumeration Survey (PES) information. The dress rehearsal did not meet the undercoverage goal set (1.5 percent of housing units) at the South Carolina site, and the results were inconclusive in Sacramento. The Census Bureau met its goal for housing-unit coverage for the Menominee, WI site. The results also showed that while housing-unit coverage was below the target for the South Carolina site, they were consistent with the benchmarks established for the Menominee and Sacramento sites. The Census Bureau did not find systematic errors in coverage in South Carolina. The agency had only a limited opportunity to capture new construction addresses; there were disproportionate and possible erroneous deletes in the update/leave areas; no block canvass was used.

The Census Bureau discovered several weaknesses in its MAF building procedures, including a large reject rate for early Local Update of Census Address (LUCA) submissions and a high acceptance rate for later LUCA ones. The agency has redesigned the LUCA processing. The Census Bureau also had some timing problems with the postal validation check, which led to addresses not being included in the file until the nonresponse followup began. In addition, the agency had

problems with doing a thorough evaluation of the MAF building process because it did not have enough variable fields on the file.

Dr. Clark noted that the improvements planned for Census 2000 include a 100-percent block canvass (already completed), modifications to the LUCA procedures, clarification of what an eligible housing unit is for inclusion in the census, adding more variable fields to the MAF file, and developing better documentation for the overall address listing process.

Dr. Clark pointed out that the dress rehearsal permitted households to respond by returning the questionnaire by mail, through an interview with a telephone questionnaire assistance operator, by completing a "Be Counted" questionnaire, or by responding to an interview request with an enumerator during nonresponse followup. About two-thirds of all people in the three dress rehearsal sites were enumerated by mail questionnaire; most of the remainder were enumerated during nonresponse followup. Only about 1 percent of the dress rehearsal site populations were enumerated by telephone or returned "Be Counted" questionnaires.

The Census Bureau sent an initial questionnaire and a reminder postcard to every household in the dress rehearsal sites, and mailed replacement questionnaires to any household that did not respond by the requested date. Targeted households were sent questionnaires in Spanish or Chinese. Only 4.9 percent of households that received both an English and a Spanish questionnaire chose to return the Spanish-language questionnaire, while slightly more, 7.1 percent of households sent English and Chinese language questionnaires returned the Chinese one. For Census 2000, the Census Bureau has decided to offer the option of receiving a non-English questionnaire universally in the advance letter mailing.

Mailout/mailback response rates for the South Carolina and Sacramento sites were 55 and 53 percent, respectively; update/leave response rates for the South Carolina and Menominee sites were 47.8 and 39.4 percent, respectively. (There was no mailout/mailback procedure for the Menominee site, and no update/leave procedure for Sacramento.) The evaluation showed that mailing replacement questionnaires improve the response rate by about 8 percent. "Be Counted" questionnaires were available in English and five non-English languages, but very few were picked up. The Census Bureau discovered it had to use more extensive processing (geocoding, matching, and unduplication) for these questionnaires than originally planned. Improvements recommended for the "Be Counted" questionnaires includes better advertising of the availability of the questionnaires and of the locations where they could be picked up.

With regard to the telephone assistance operations, approximately 25 percent of telephone calls received by the census offices were requests for an explanation of the replacement questionnaires. Some 17 percent of calls requested a questionnaire, but only 13 percent of questionnaires requested by telephone were returned. The majority of callers ultimately mailed in the questionnaire they had originally received by mail. Very few people were enumerated by telephone. Although the dress rehearsal volume of telephone response was low, Census 2000 plans will allow respondents to complete a questionnaire by telephone.

Turning to the nonresponse followup, Dr. Clark said the operation was completed on time, but the proxy response rate—i.e., responses supplied by someone who was not a member of the household being enumerated—was higher than expected. The Census Bureau has plans for Census 2000 field enumeration procedures to improve the quality of response and to lower the proxy response rate.

Dr. Clark outlined major changes to the questionnaires used in the dress rehearsal. The tenure question—i.e., whether the housing unit is owned or rented—was moved to a new position; new response options were added to the relationship question; the race and Hispanic origin questions were reordered so that the Hispanic-origin question preceded the race question, and respondents were allowed to select multiple races for self-identification. The impact of these changes seem to have decreased item nonresponse rates, but the new placement of the tenure question resulted in a larger incidence of missing data compared to 1990. There was some concern about reordering the race and Hispanic-origin questions because the item nonresponse to the race question was higher for Hispanic respondents.

The dress rehearsal tested the new large household follow-up (used for households reporting more than five persons on the questionnaire). Only about one-third of the follow-up questionnaires mailed out were returned by mail. For Census 2000, the Census Bureau plans to reduce the large household follow-up workload by including space on the mailout questionnaire to report up to six persons, and to increase collection rates for larger households by telephone follow-up.

Dr. Clark reported that the Census Bureau considers that the coverage evaluation of the dress rehearsal indicated the overall quality of the operation was high. Integrated Coverage Measurement/Post-enumeration Survey (ICM/PES) operations can be further strengthened by additional testing of the various component systems, eliminating those steps in the system with a low pay-off, and altering some features that have proven to be less than fully successful. The dress rehearsal data were found to be generally consistent with past censuses and with expected trends (except for the South Carolina site, where housing and population totals were below expectations). A contractor-conducted assessment of the ICM/PES identified three potential risk factors—scheduling problems, staffing, and systems testing. These are being addressed in planning for Census 2000.

The ICM/PES operations included an outmover tracing and interviewing study to evaluate the Census Bureau's procedures for identifying and tracking households that moved during the dress rehearsal census operation. The study demonstrated that the plan used in the dress rehearsal was as successful as any of the other options considered.

With regard to the field organization and staffing, Dr. Clark said that the Census Bureau will be making changes to its plans for hiring enumerators for the census based on a study completed by Westat. The recommendations from that study included heavy recruitment of enumerators and paying wage rates comparable to local rates. In the dress rehearsal the Census Bureau set pay rates at 65 percent of the Census Bureau of Labor Statistics' prevailing local wage rate, the Census Bureau plans to increase that to 75 percent of the local rate as of January 1, 2000.

In response to a question by Dr. Agrawal (Asian and Pacific Islander [API] Committee), Dr. Clark said the mailout/mailback return attained in the dress rehearsal was close to expectations. While the result was lower than the Census Bureau hopes to attain in Census 2000, response rates in dress rehearsals are never as high as in a census.

Mr. Thompson (Census Bureau) said there were several problems involved in the dress rehearsal operation; for example, the launch of the advertising campaign was delayed several weeks because the Census Bureau was compelled to operate for some time on funding at the level of a continuing resolution.

In reply to a question by Dr. Agrawal, Dr. Clark said the low response rate for the large-household followup was one reason the Census Bureau decided to increase the number of persons who could be enumerated on a single questionnaire from five to six. The 13 percent mail-return rate for questionnaires sent out after telephone enquiry represents 13 percent of all the questionnaires mailed out from the Telephone Questionnaire Assistance operation, not 13 percent of all telephone calls received.

Responding to a question by Ms. Hong (API), Mr. Hubble (Census Bureau) said that information on the response options used by persons based on race and ethnic background is included in the printed evaluation reports.

Dr. Hill (African American [AA] Committee) complimented the Census Bureau on the detailed information in its evaluation reports. However, he wondered about the basis for the Census Bureau's 6 percent standard for proxy response and whether, given the fact that actual proxy response was higher than the standard at all sites, the target standard should be revised. Moreover, the Census Bureau has not presented any information on the extent to which imputation had to be used.

Dr. Clark said the proxy standard was based on a 1990 study that used the PES sample. In that study, enumerators wrote on the questionnaires whether the respondent was a proxy; 6 percent were identified as proxy respondents, 76 percent as household respondents, and 18 percent could not be coded. The actual proxy response could have been higher than 6 percent. The Census Bureau has improved its process for collecting proxy data in the dress rehearsal and it was able to make a more accurate estimate of proxy response. This also will be done in Census 2000. The standard was set for the evaluation study and had no real impact on the field operations. Mr. Thompson added that the goal of zero proxy responses in the census is unattainable, but the Census Bureau will be making improvements to quality assurance and more checking of results, which should improve the quality of the nonresponse followup. Mr. Raines (Census Bureau) agreed, pointing out that the followup can only be as good as the population allows it to be. If people are not at home when the Census Bureau visits, then either the agency will have to make more visits, at higher cost, or use proxy responses.

Dr. Hill suggested that the standard may be unrealistic and it may be unfair to try to hold the Census Bureau to it given the realities of the situation.

Responding to Dr. Hill's other question, Dr. Clark said the Census Bureau measures item nonresponse rates and some of those rates are reported in the various evaluation studies. That level of nonresponse indicated the level of item imputation for most data items. Mr. Thompson suggested that Dr. Hill was referring to whole-person imputation and said one of the evaluation reports includes that information. Dr. Clark said the goal was 0.5 percent, but the rate attained was nearer 1.5 percent; this information appears in the "Report Card" for the dress rehearsal, rather than in one of the evaluation reports. Copies of the Report Card will be available Friday.

Mr. Nishimoto (API) expressed concern about the "Be Counted" program. He noted that the API Committee was very pleased to see that the "Be Counted" questionnaires would be distributed in a number of Asian languages in Census 2000. Unfortunately, the Census Bureau has indicated that in the dress rehearsal, less than 1 percent of responses used the "Be Counted" questionnaires. He wondered if the "Be Counted" program was really taken seriously enough in the dress rehearsal. He doubted that Young & Rubicam (Y&R) will be putting much information on the "Be Counted" questionnaires in their advertising materials, which means the responsibility for promoting the program will fall on the local offices and organizations. Also there has been talk of the forms requiring geographic coding and special processing that could delay the capture of the data. How will the Census Bureau ensure that these forms are used and processed along with the rest of the Census 2000 questionnaires?

Dr. Clark said that the Census Bureau is trying to encourage people to respond with the mail questionnaires that have the barcode labels and are much easier to process than the "Be Counted" questionnaires. Mr. Raines added that the Census Bureau is still working with local census offices and organizations to plan the locations for the "Be Counted" distribution points and questionnaire assistance sites. Each of the Census Bureau's regions has to develop a local census office plan, part of which will lay out the locations of the "Be Counted" sites and questionnaire assistance centers.

In reply to a question by Mr. Nishimoto, Mr. Raines said the local census offices will have the primary responsibility for letting the local population know the locations of these "Be Counted" sites and questionnaire assistance centers. Much of this will have to be done through the partnership program with the help of local organizations.

Mr. Thompson added that the Census Bureau will have more time to process the "Be Counted" questionnaires in the census than it had in the dress rehearsal. In the dress rehearsal, the Census Bureau ran nonresponse followup for 6 weeks. For Census 2000, the Census Bureau plans 10 weeks nonresponse followup, plus additional time for coverage improvement operations, so there will be more time to process the questionnaires. The Census Bureau will be working with its partners to find locations that will be most useful in distributing the "Be Counted" questionnaires.

Mr. Nishimoto said he is trying to get some idea of how the Census Bureau plans to let people know where they can pick up the "Be Counted" questionnaires. If the Census Bureau is not doing enough in this regard, then the community organizations are going to have to do more.

Ms. Ahhaitty (American Indian and Alaska Native [AIAN] Committee) asked if the Census Bureau plans to use the "Be Counted" questionnaires to count the homeless population? Mr. Thompson said the homeless population can use those questionnaires. The "big thing" about the "Be Counted" questionnaires is that they are to be used by people who do not get a questionnaire in the mail. The publicity for the "Be Counted" program is going to be furnished primarily by local organizations.

In response to a further question by Ms. Ahhaitty, Mr. Thompson said there is no particular problem of unduplication regarding the homeless population.

Update on Census 2000 Operational Plan—Key Operations

Mr. Thompson (Census Bureau) stated that redistricting data for the dress rehearsal sites was released in two different distributions—

- A single race distribution, consisting of six single-race categories and a seventh category of two or more races.
- An all-inclusive race distribution, that included respondents who marked two or more races in all the races indicated and that summed to more than 100 percent.

In consultation with the Department of Justice, the Census Bureau is reviewing these two distributions of redistricting data.

The Census Bureau also released adjusted and unadjusted redistricting data for Sacramento, CA, and Menominee County, WI, and the unadjusted data for Columbia, SC. Without the adjustment, the undercount in Sacramento would have been about 6.5 percent, and in Menominee, WI, approximately 3 percent. The Census Bureau believes that the adjusted data are more accurate. In the South Carolina site, the agency conducted a post-enumeration survey (PES), but did not adjust the census. According to the PES, the South Carolina site experienced an undercount of around 9.4 percent, consisting mainly of whole households missed.

The undercount rates for the dress rehearsal in all three sites were higher than for the 1990 census but were comparable to previous dress rehearsals. The Census Bureau does not anticipate undercounts of this magnitude during Census 2000 because more quality control and coverage improvement should produce a more complete enumeration.

He summarized the components of the \$44.9 million emergency supplemental appropriation the Census Bureau received for fiscal year (FY) 1999—

- \$15 million for advertising and promotion, mainly for the educational message that will be shown early in 2000.
- \$10.9 million for increasing the number of local census offices from 476 to 520.
- \$4.2 million for training.
- \$2.0 million for expanding the telephone questionnaire assistance operation.
- \$9.1 for assessing the accuracy of the data-capture process and for expanding the capacity of the system to handle the extra coverage-improvement operations and the additional 10 percent of the questionnaires from nonresponse follow-up.

He reviewed highlights of the revised FY 2000 budget request for \$4.5 billion in terms of the “frameworks” (or categories) that the Census Bureau uses in formal budget submissions to the congress. The revised version included the additional \$1.7 billion needed to conduct a complete enumeration and to fund the sampling plan—

- An increase of \$1,451.3 million to \$3,474.5 million to fund the expanded workload for nonresponse followup (from an estimated 30 million housing units to 45 million housing units), infrastructure growth to handle the larger decennial field staff, an increase in quality-control operations (to replace the loss of sampling for the apportionment count), an expected reduction in productivity stemming from hiring lower down in the applicant pool and the increase in quality-control procedures (leading to more accurate data), and additional coverage improvement work.
- An increase of \$136.4 million to \$477.4 million for automatic data processing and telecommunications support. The Census Bureau will have to hire more people and put more effort into the data capture centers to check and capture a larger number of completed questionnaires.
- An additional \$88.4 million to \$199.5 million for marketing, communications, and partnerships. The advertising campaign has added a third component (education) to the earlier plan of raising awareness and motivating cooperation during nonresponse followup, and the partnership program is also slated for increased funding.

He announced that the Census 2000 questionnaires would be available in English and five other languages (Chinese, Korean, Spanish, Tagalog, Vietnamese) and noted that Committee members were given copies of the advance letter indicating how a respondent could request one of these translated forms. He added that the number of languages in which questionnaire assistance guides will be available had increased from 37 to 49.

He reminded the audience that the Census Bureau had contracted with Comark Federal Systems in September 1996 for the acquisition of up to 21,500 laptop computers. In April 1999, this contract was extended to permit the Census Bureau to acquire 9,700 Hewlett-Packard Omnibook 900 laptop computers for data collection in the Accuracy and Coverage Evaluation (A.C.E.) survey.

The Baltimore data-capture center opened on June 17, 1999. The facility contains 200,000 square feet, is equipped with numerous optical scanners and other high tech equipment, and is very impressive. The other three data-capture centers will be located in Jeffersonville, IN; Pomona, CA; and Phoenix, AZ; and are expected to open in July, October, and November 1999, respectively. As these centers open, data-capture testing will begin. The first tests are scheduled for August 1999 in the Baltimore facility.

Turning to the Local Update of Census Addresses (LUCA 1998) program for city-style addresses, he noted that—

- 8,372 of 16,017 eligible functioning governmental units participated in the program.
- 6,525 of the participating units returned 5,775 address lists containing about 945,000 addresses the Census Bureau will have to verify.
- Field verification of these addresses will take place between July and October 1999.
- The Census Bureau plans to hire around 10,000 address listers to verify these address lists.

The 1999 LUCA program covered rural addresses and included 10,804 of 29,561 functioning governmental units. The Census Bureau received 4,978 address lists from participating governmental units which challenged the agency's listing of 96,749 blocks. The field verification process went from May through July 1999 and reverified 92,218 blocks. The Census Bureau hired about 14,000 people for this operation. During the dress rehearsal, the Census Bureau learned that for non-city-style blocks, local officials were unable to evaluate the agency's address lists because the listings contain location descriptions which rarely match local address lists. To overcome this problem, the Census Bureau now sends block counts of housing units to local officials.

Block canvassing took place this spring. Census Bureau staff checked 92,392,073 city-style addresses from 2,121 counties to determine whether the address existed, if the apartment designations in multiunit dwellings were correct, and to add addresses that were missing from the Census Bureau's address list. The Census Bureau has processed about 93.2 percent of the counties involved in block canvassing and added this information to the master address file. When the processing is completed, statistics will be available on the total number housing units added, moved, and deleted.

Mr. Thompson pointed out that there would be a session on the advertising program tomorrow and that he would mention only a couple of highlights. The advertising agencies are now shooting the advertisements. More than 100 pieces of creative work have been reviewed and approved by Department of Commerce personnel, and post-production work (e.g., editing and music selections) is underway.

On the issue of questionnaire printing, 30 of the 40 anticipated contracts have been awarded thus far. All 136 million short-form enumerator questionnaires (to be used during nonresponse followup) have been printed and about half (17 of 35 million) of the sample questionnaires have been printed. The Census Bureau estimates that questionnaire printing will cost about \$90 million; thus far, the agency has spent around \$86 million.

Mr. Thompson noted that the Committees will receive a status report on the Census in Schools program tomorrow.

He drew the audience's attention to a draft of the questionnaire assistance guide and to an abbreviated version of the census master activity schedule, copies of which had been distributed to each Committee member.

In response to a question by Ms. Ahhaitty (American Indian and Alaska Native [AIAN] Committee), Mr. Thompson said that the chart he used showing the results of the ICM/PES for each dress rehearsal site included undercount estimates for American Indians on reservations but did not include the estimate for Indians living outside of reservations. The Census Bureau produces adjustment factors by calculating the ratio of the PES estimate of the "true" population to the actual census count for each poststratum. To calculate the adjustment factor for American Indians living off the reservation, this population will have to be combined with at least one other poststratum. Ms. Ahhaitty said she hoped they would not be combined with Whites as they were in 1990. Mr. Thompson replied that off-reservation American Indians would not be combined with Whites for calculating adjustment factors in Census 2000.

Mr. Richardson (AIAN) asked which institutions the Census Bureau used to verify the addresses of American Indians.

Mr. Thompson explained that the Census Bureau uses different techniques to verify city-style addresses (which consist of a street name and a house number) and non-city-style addresses. There are approximately 92 million city-style addresses in the United States and about 24 million non-city-style addresses. For city-style addresses, the Census Bureau has worked with the U.S. Postal Service (USPS) throughout the decade to match the USPS's automated address list (called the delivery sequence file) to the Census Bureau's address list. The final precensus match will take place in November 1999. This past spring, the Census Bureau sent address listers to all city-style addresses to update the Census Bureau's address list. In areas dominated by single family housing units, the listers knocked on every third door to inquire about additional housing units not visible from the street. In multiunit dwellings, the listers were instructed to ask about additional units at every address. In January 2000, the Census Bureau will conduct a "casing check" in which each postal carrier will be asked to update the part of the Census Bureau's address list that corresponds to his route. Local governments also will be asked to review the address list and add newly built housing units.

In non-city-style address areas, the Census Bureau created its address list by sending temporary employees into the field to list addresses in an address register and to mark the location of each address on a census map. This address listing operation took place in the fall of 1998. Copies of the relevant parts of the address list and the associated maps were sent to local officials for correction. In March of 2000, the Census Bureau will send enumerators into the field to update the address list and deliver census questionnaires. On many American Indian reservations, enumerators will go to each housing unit and update the address list. However, instead of delivering a questionnaire to each dwelling with instructions on how to complete and return it to the Census Bureau, enumerators will interview respondents and collect census data on the spot.

Dr. Agrawal (Asian and Pacific Islander [API] Committee) pointed out that Hindi appeared twice on the list of languages in which questionnaire assistance guides will be printed. He suggested replacing one of them with Gujarati. Mr. Helenihi (API) added the Census Bureau should provide guides in Marshallese and Fijian.

In response to a question from Mr. Esclamado (API), Mr. Thompson explained that the Census Bureau is ordering about 9,700 laptop computers that will be used for the A.C.E. survey which will be taken after nonresponse followup. This survey will include about 350,000 housing units in approximately 10,000 to 12,000 blocks and will be independent of the census. Then, the Census Bureau compares the results of the survey to the census, determines the degree of over- and undercoverage, and corrects the census. The A.C.E. is similar to the integrated coverage measurement (ICM) that was used in the dress rehearsal. The laptop computers will allow A.C.E. enumerators to ask probing questions, to transmit data electronically, and to participate in an intensive quality control operation.

Dr. Hill (African American [AA] Committee) asked if the question on marital status would remain on the sample questionnaire. Mr. Thompson replied that this question was moved from the 100-percent questionnaire to the sample form; Senator Brownback (R-KS) had expressed concern about this. Mr. Thompson added that Sen. Brownback wanted to track trends in marital status, and that Mr. Thompson told the Senator that the American Community Survey would be a better vehicle for accomplishing this.

In response to a question by Ms. Ahhaitty (AIAN), Mr. Thompson said that the address lists for American Indian reservations was sent to county, non-Indian officials and that Dr. Prewitt (Census Bureau) had written to the county governments stressing the confidentiality of the address lists and reminding them that the only legitimate use of them was to help update the census address list. Ms. Ahhaitty asked if the Census Bureau was planning to do this in future censuses. Mr. Thompson replied that he could not address the 2010 census at this time but noted that these four Committees will be rechartered; he expected that future Committees would bring this issue to the Census Bureau's attention.

Ms. Le (API) asked if the participation levels (52 percent of governmental units with city-style addresses and 36.5 percent of those with non-city-style addresses) of local governments in the LUCA program compared well with earlier efforts. Mr. Thompson replied that participation rates were much better than in comparable programs in earlier censuses. In response to another question by Ms. Le, Mr. Raines (Census Bureau) said that special place address listing was proceeding on schedule; the number of special places will be about 336,000. Ms. Le noted that it will be important for local governments to participate in the special place address listing process. Mr. Raines agreed and said the Census Bureau was working with local governments on this operation.

Dr. Chu (API) said that she liked the new version of the advance letter but wondered why an 800 telephone number had not been printed on the letter. Mr. Thompson indicated that the Census Bureau did not print the 800 number on the advance letter because of concern about the capacity of the telephone assistance center to handle the volume of calls that might be generated. However, the 800 number will be printed on the questionnaire. In addition, respondents can call an 800 number and request a questionnaire assistance guide in over 40 languages.

Ms. Le questioned the Vietnamese translation of the advance letter and thought a statement should be added indicating that the letter should be returned to the census office to obtain a foreign-language questionnaire. Ms. Hong (API) felt the Korean translation needed more work, and she asked about the Census Bureau's translation procedures.

Mr. Thompson replied that the Census Bureau contracts with translators. He said that the Census Bureau was concerned about the accuracy and quality of translations and would welcome the suggestions of Committee members on this issue.

Mr. Ong (API) raised the issue of address listing in Hawaiian Homelands. Ms. McKenney (Census Bureau) said the API Committee would have a presentation on Hawaiian Homelands the next day.

Mr. Zunigha (AIAN) said that some tribal leaders were concerned about the Census Bureau's sharing address lists for American Indian reservations with county governments without the knowledge of those leaders because of the special status of those lands. Political factors are also involved because some politicians are looking for ways to tax Indian Country.

He also said that some tribes viewed the Census Bureau's encouragement to form complete count committees and participate in partnership programs as an unfunded mandate. While some tribes have the resources to fund such committees and partnerships, many do not. At the May 2, 1999, hearing before the Senate Committee on Indian Affairs, Senator Inouye (D-HA) said that he and others would be receptive if the Census Bureau would add a funding request for these programs to its FY 2000 budget request. He wondered if the Census Bureau had considered trying to obtain funds that groups such as American Indians could use to establish complete count committees and partnership programs.

Ms. Ahhaitty (AIAN) added that unlike local governments, Indian tribes do not have tax revenues to support these programs. Mr. Thompson replied that the Census Bureau does not have the expertise to manage a system for distributing funds to local and tribal governments. The agency has no objections to Congress authorizing and appropriating funds to appropriate organizations for this purpose. The Census Bureau is concerned that any such funding be managed in a fair and unbiased manner.

Update Census 2000 Field Operations

Mr. Raines (Census Bureau) said that he would discuss four main topics—

- Field operations
- Space acquisition
- Recruiting and hiring
- Partnership program

During block canvassing, about 38,800 address listers walked the streets of America's cities, suburbs, and towns to verify the Census Bureau's address list, adding, modifying, and deleting addresses as appropriate. Address listers reviewed about 92.5 million addresses. In addition to correcting the address list, this operation added more addresses than was anticipated.

The Local Update of Census Addresses (LUCA) 1998 covered city-style addresses only (i.e., addresses having a street name and a house or apartment number) and took place between May 1998 and June 1999. The Census Bureau sent copies of the appropriate portion of its address list to the 8,387 participating governmental units (of 16,030 governmental units with city-style addresses) and asked them to correct any errors they found. Over 5,700 address lists were returned with changes. The Census Bureau sent about 10,000 address listers into the field to verify those changes.

The rural part of LUCA (LUCA 1999) runs from January through July 1999 and includes non-city-style addresses. The Census Bureau sent block-level, housing-unit counts to 10,766 participating governmental units with a request that they review the counts and highlight any errors they found. There were 4,808 governments that returned the listings with changes. To verify these changes, the Census Bureau expects to hire and send into the field 5,500 address listers.

Between mid-April and November 1999, the Census Bureau will hire and deploy about 2,400 address listers to identify and compile a list of an estimated 336,500 special places (including prisons, hotels, convents, and other types of group quarters). Also, between March and June 1999, nearly 300 address listers identified the locations of approximately 11,000 military group quarters for the planned military enumeration.

Beginning in September 1999, the Census Bureau will begin listing addresses for the Accuracy and Coverage Evaluation (A.C.E.) survey. The Census Bureau expects to open an A.C.E. office in each region and one in Puerto Rico by August 2, 1999, and to hire approximately 400-500 people to staff those offices. Between September and December 1999, about 3,500 address listers will list 2 million addresses. The A.C.E. sample of 300,000 addresses will be selected from this list.

Mr. Raines mentioned that a number of major field operations will take place next year beginning with the U.S. Postal Service checking the Census Bureau's address list in January and February 2000. The largest field operation of the decennial census, nonresponse followup, will require that the Census Bureau open 520 local census offices. The agency plans to begin to open those offices by November 1, 1999. The General Services Administration (GSA) leases office space around the country for the Census Bureau. To date, the GSA has leased 501 of these offices. Of these, 130 local census offices are open, and leases have been signed for 371 others. One of the problems the agency has encountered is obtaining a verbal agreement from a lessor for a space rental and then having the landlord back out before signing the contract. The agency has hired 135,295 people to date, including more than 4,800 welfare recipients.

Each of the 12 regional census centers and 520 local census offices will have a management staff, which the Census Bureau is in the process of hiring and training. Staffing the first 130 local census offices has required hiring about 520 people. Overheads were shown describing the racial and ethnic origins of the staff hired to date. To staff the remaining offices, the Census Bureau will require about three times that number. The agency is actively recruiting managers to run local census offices.

Among the lessons learned from the recruiting and hiring conducted so far are—

- Need for a toll-free job line.
- Recruiting postcards were effective in rural areas.
- Classified advertising was effective in urban areas.
- Competitive pay rates attract and retain staff.

The salary level was the most important "attraction" of working in preliminary operations of Census 2000. Among the diversity recruiting initiatives remaining to be implemented are—

- Advertising in minority publications.
- Increasing national and community partnerships with minority organizations.
- Using complete count committees to help advertise jobs and reach qualified candidates.
- Working closely with American Indian tribes.

Turning to the partnership program, Mr. Raines said that the program's three main goals included increasing the mail-response rate, reducing the differential undercount, and communicating a consistent census message. The program also has several obstacles to overcome, including fear and distrust of government, confusion about the benefits of participating in the census, isolation from government, and language and literacy barriers.

The partnership program has four phases. Planning extended from September 1996 through July 1998. Currently, the agency is in the midst of an education and awareness phase, in which efforts are being made to identify census partners and to educate them about the importance of participating in the census. This phase began in August 1998 and will run through January 2000. In February of 2000, the focus will shift to motivating the partnership groups to get their members and networks to participate in the census. The last stage, from May through July 2000, will consist of a followup and thank you operation.

The Census Bureau plans to hire 642 partnership specialists and support staff by the end of July 1999. As of July 13, 1999, 399 partnership specialists and 52 support staff have been hired. To meet its objective, the Census Bureau will hire 191 partnership employees over the next 2 weeks. Mr. Raines displayed an overhead giving the breakdown of partnership specialists by race and ethnicity.

The Census Bureau has received about 25,000 partnership commitments; these agreements are largely the work of the partnership specialists.

The Census Bureau has signed a contract with Sykes Communications to establish partnerships with Fortune 500 companies and smaller firms that employ, service, or produce products for undercounted populations. The Census Bureau also has hired a national partnership program contractor to forge partnerships with national organizations that local partnership specialists can not approach.

Mr. Waddell (African American [AA] Committee) expressed concern that few Committee members had been contacted by partnership specialists. He felt they needed to communicate more with members of the race and ethnic committees. Mr. Raines suggested Committee members might want to initiate contact with the partnership coordinator or with specialists. The Census Bureau's emphasis has been on hiring and training the specialists. As they complete these preparations and learn more about their duties and responsibilities, the specialists will be more likely to contact Committee members. In response to a question from Mr. Waddell, Ms. McKenney (Census Bureau) said she would try to get lists of the partnership coordinators to members of these Committees.

Ms. Hong (Asian and Pacific Islander [API] Committee) was concerned that organizations that have agreed to be census partners often do not receive any follow up from Census Bureau staff. While some of the specialists have done splendid jobs, it would be helpful to have a channel of communication between the Census Bureau and partner organizations. Some partnership organizations do not have a broad overview of the role of the census and its importance to their communities. Many might be willing to do more mobilization of their constituencies if they had more general information about the census and their role in it. Mr. Raines replied that the partnership staff at Census Bureau headquarters publishes and distributes a quarterly newsletter that informs partners about Census Bureau programs and the activities of other partners. The Census Bureau also has an extensive web page dealing with the partnership program and assistance available from the agency. He suggested that organizations not wait to be contacted by their partnership specialist but take the initiative and call the specialist. Also, the Census Bureau has prepared a list of action items for the Complete Count Committees which could be useful to partner organizations. The agency sends slightly different mailings to various types of organizations suggesting programs and activities that might be appropriate for them. In March 1999, the Census Bureau sponsored an overview of the partnership program for partner organizations and specialists and described partnership activities taking place around the country.

Mr. Helenihi (API) said he did not know of one Pacific Islander partnership specialist in southern California and wondered how a person could be considered for such a position. Mr. Raines replied that the agency is still hiring partnership specialists and noted that Hawaii will be covered by the Los Angeles Regional Office. He suggested Mr. Helenihi contact Mr. Reeder, the Los Angeles Regional Director.

Mr. Rodgers (American Indian and Alaska Native [AIAN] Committee) pointed out that regional census centers send a great deal of census and partnership material to interested individuals and organizations. In the Denver region, there is a general partnership newsletter and a focused tribal newsletter. These publications always list new partnership specialists and their areas of responsibility. Perhaps senior regional staff should be alerted to add the membership of these Committees to their mailing lists.

Mr. Johnson (AA) noted that the educational phase of the partnership program coincides with election campaigns in some states. He was concerned that parts of the census message could be lost over the rest of this year in those states experiencing elections.

In response to questions by Drs. Agrawal and Chu (API), Mr. Raines stated that the Census Bureau's citizenship neutral policy for temporary census hiring means that previous lists separating citizens and permanent legal residents will be consolidated into a single list. This change may take several weeks. Training manuals, brochures, and other materials also will have to be modified to reflect the new policy. This will cover all temporary positions, including partnership specialists.

Committee Discussion and Update on Census 2000 Advertising Campaign

Mr. Chavez (Hispanic [HISP] Committee) reported that he had attended a recent meeting of the Secretary's 2000 Census Advisory Committee as liaison from the race and ethnic advisory committees. He noted that the 2000 Census Advisory Committee generally meets in plenary session, not in subcommittees. However, it does much of its work in between meetings in small, ad hoc working groups. The 2000 Census Advisory Committee released its final report last winter (1999) that dealt with concerns similar to those raised at a number of the race and ethnic advisory committee meetings, including hiring practices in local census offices, the progress of the advertising campaign, and whether sufficient emphasis has been placed on census confidentiality.

Ms. Demeo (2000 Census Advisory Committee) pointed out that the members of her Committee represent organizations rather than acting on their own behalf. The member organizations include multiracial organizations, statistical associations, state and local governments, hard-to-count population groups, and others. She noted that her Committee had recommended that the Secretary of Commerce take a formal position on hiring noncitizens for temporary census positions and examine the feasibility of conducting ethnographic research studies during Census 2000. Similar research conducted during the 1990 census provided the Census Bureau with some valuable leads about counting hard-to-count populations. She said she would relay the Advisory Committee on Race and Ethnicity's concerns to her Committee.

Ms. Ahhaitty (American Indian and Alaska Native [AIAN] Committee) attended a meeting on the creative content of the advertising campaign in May 1999 and announced that Mr. Zunigha (AIAN) will follow up with the Gray and Gray (g&g) agency as copy writing, filming, and post production work take place. The representatives of her Committee were encouraged by the posters and other materials that had been developed by g&g. However, she felt that a number of her questions had not been addressed. Mr. Richardson (AIAN) thought the May meeting with the advertising companies had provided a good opportunity for Committee members to bring issues about advertising to American Indians to the attention of the Census Bureau. This communication may also help the Census Bureau avoid stumbling blocks with regard to such issues as American Indian stereotypes and mascots.

Ms. Chin (Asian and Pacific Islander [API] Committee) stated that the members of her Committee were pleased with the selection of Kang and Lee as the lead agency for advertising to the Asian and Pacific Islander community. Agency representatives were very receptive to the suggestions and comments of Committee members. Kang and Lee face quite a challenge since they will have to develop advertisements in so many languages. She attended a focus group meeting and came away with the impression that one message to be stressed is that beneath the diversity, Asians and Pacific Islanders want to participate in the census. She was concerned that the materials she saw did not mention the availability of questionnaires in several Asian languages and of questionnaire assistance guides in many more. Mr. Nishimoto (API) was impressed and pleased by Kang and Lee's ability to take what it learned from focus group meetings and modify its advertisements accordingly. He also stressed the company's success in working with many languages (7 for television, 10 for print, and 11 for radio). He was concerned that Kang and Lee was only able to produce one television advertisement for each language group. He would have preferred two for each language group and felt the company probably agreed. He thought other agencies had been able to create more engaging advertisements for their target groups because they did not have to contend with so many different languages. In addition, he pointed out that while the Native Hawaiians and Other Pacific Islanders were to be included in the "Diverse America" program, he did not see any Pacific Islander faces in the advertisements. He noted that as a result of focus groups run by Kang and Lee, some Pacific Islanders expressed an interest in not being singled out from other Americans.

Mr. Chavez (HISP) thought the attendees were pleased with the progress, concepts, and general direction of the advertising campaign. The overall feeling was one of optimism. However, there was still room for improvement. Most

Hispanics in the United States are to some extent bilingual; they participate in both Hispanic and Anglo cultures. He was concerned that given the focused Hispanic advertising campaign, there might not be sufficient representation of Hispanics in the “Diverse America” program.

There is also some concern that the Census Bureau may not understand the importance of the language campaign for Asians and Hispanics. The availability of census forms in Asian languages and in Spanish is crucial to these populations. He thought the language program should include information about the steps respondents need to take to obtain questionnaires in languages other than English. He added that the Census Bureau was not using the most effective procedures to get foreign-language questionnaires and guides into the hands of non-English speakers. While the partnership program has a role to play in getting this information out to the public, he felt the advertising campaign should also be involved. Finally, he realized that the advertisements contained the confidentiality message but was not convinced it was being delivered strongly enough.

Dr. Garcia (HISP) thought it was important that the advertising agency employees were young and exuberant. He thought the advertisements should reflect the diversity within the Hispanic population more than they did. He looked forward to seeing the rough-cut ad campaign in the fall. The Census Bureau has described the linkages between the partnership program and the advertising campaign. Dr. Garcia said he would like to see the number and range of these linkages expanded. Focus group research showed that confidentiality is very important to the Latino community. He thought census confidentiality and access to foreign-language questionnaires and assistance would be themes that played an integral part throughout the Hispanic advertising campaign.

Ms. Roman (HISP) was pleased with the presentation. Agreeing that the Hispanic audience is diverse, she thought the Bravo Group’s materials reflected that diversity. She also agreed that confidentiality was an important theme for Hispanics and that it should be more prominent in the advertisements.

Dr. Johnson (African American [AA] Committee) thought that the Chisholm-Mingo Group made an excellent presentation of materials aimed at African American audiences. Chisholm-Mingo got a late start because it replaced another agency that had not lived up to expectations. She concluded that Chisholm-Mingo’s work exceeded her expectations. Ms. Powers (AA) agreed, stating that Chisholm-Mingo had done a first-class job. She said the agency had prepared products that were able to communicate to diverse, African American audiences. She thought Chisholm-Mingo should prepare a plan to leverage the paid advertising campaign well in advance of the launch and should share that plan with these Committees.

Dr. Hill (AA) thought the Chisholm-Mingo Group’s proposed advertising campaign exhibited true cultural sensitivity. He noted that he had attended a very productive focus-group session, led by a superb facilitator. He agreed with Chisholm-Mingo’s strategy of not treating African Americans as a monolithic group but as members of a variety of component groups such as recent immigrants (from countries such as Ghana and Haiti), long-term residents, and native born.

Ms. Marks (Census Bureau) stated that g&g Advertising was working intensively to assure that its products would be usable in all American Indian communities. The materials g&g is developing are designed to be used in urban areas as well as on reservations.

Turning to the language program, she noted that Census Bureau planners had worked with operational staff and the advertising agencies to incorporate information about the advance letter and returning it with a request for a questionnaire in one of the available languages. The advertising agencies informed the Census Bureau that it would be very difficult to communicate this message through advertising during the very short time period during which it would be useful. The Census Bureau is exploring two other approaches for getting this message to the public’s attention. When the agencies are negotiating for media time for the advertisements, they are also conducting “added value negotiations.” These include the incentives and other options that media outlets provide to advertisers, such as sponsorship opportunities on radio and television shows and call-in radio shows on the importance of participating in the census. These formats would provide more time for the agencies to explain the language program and its importance. The other arena for explaining the language program is the intersection between advertising and partnership which the Census Bureau is designating as promotion. This would include the traveling road show on census buses and press coverage, among others, that will provide venues for disseminating more targeted and fuller messages.

About the people in the “Diverse America” advertisements, she pointed out that the art work and pictures in the presentation used individuals as place holders. Once the concepts were approved, then the agencies sent their

photographers and camera crews into the field to obtain the film that will be used in the final versions. Most of the television material has been photographed, as has the "Diverse America" film. The Census Bureau instructed the advertisers that the faces in the ads must be diverse. She assured the Committee members that diversity has been incorporated into the "Diverse America" campaign.

The Census Bureau is reviewing the final scripts for the confidentiality message now, with an eye towards assuring consistency of presentation across the entire spectrum of material. The "Without Fear" ad directed towards Hispanics (and directed by Edward James Olmos) shows the tremendous diversity among Hispanics in the United States.

The review of the rough-cuts of all the ads is scheduled for August 12, 1999, at Census Bureau headquarters. The Census Bureau has developed a glossary of logos and tag lines. The concept of a census was not familiar to some of the Asian immigrant groups. Kang and Lee suggested placing an in-language description of the census at the bottom of the logo. That has been done, and these logos will be available to partners for use with specific language groups. Fact sheets targeted to American Indians, to specific Asian language groups, and to Hispanics are, or will shortly be, available.

Responding to Ms. Powers' comment about the desirability of promotional efforts between the Census Bureau and some of its partners prior to the airing of the paid advertising campaign, Mr. Jost (Census Bureau) reported on a 2-day meeting that took place in Seattle with regional media specialists and some of the partner coordinators. The purpose of the meeting was to develop themes and ideas for regional and local media campaigns that marry free and paid media and harmonize with the national advertising campaign and with census operations. Ms. Powers suggested involving local opinion leaders in this process because they will be asked for comments by the local media.

Ms. Ahhaitty (AIAN) said she was pleased that the American Indian ads pictured urban as well as reservation Indians. Mr. Zunigha (AIAN) said that about 18 months ago, he had serious reservations about g&g's capabilities and approach to advertising to American Indians. Since then, g&g has listened to the Committee's comments and suggestions. Their presentation of photo work and mock-ups in May was excellent. The original approach g&g took was to try to make a single image work throughout Indian Country. Since American Indians differ greatly with regard to language, culture, and geography, Committee members pointed out that it was inappropriate to try to impose one image over the entire campaign. Instead, g&g is now developing regional images for its print ad campaign. He thought it was vital to maintain good communications among the Census Bureau, Committee members, and the g&g ad team. For American Indians, the completion and effective distribution of appropriate educational materials will probably have a greater impact than the paid advertising campaign.

Ms. Suafa'i (API) thought the Kang and Lee materials were excellent for Asians but wondered who was working on products for Pacific Islanders. Ms. Marks replied that Young & Rubicam (Y&R) in New York was doing the creative work and that Y&R's Miami, FL, office was preparing the media for the Pacific Islanders. Ms. Suafa'i asked who in Y&R was responsible for the Pacific Islander component of the "Diverse America" campaign. Ms. Marks said that Y&R's people work in teams and that no single person was responsible for the Pacific Islander component. The Census Bureau is responsible for assuring that the final product fulfills the terms of the contract.

Ms. Crews (Census Bureau) said the "Census in Schools" project is designed to provide educators with materials they can use to teach students about the census. Students can work with their parents to help complete the census questionnaire. The Census in Schools project has three components—

- The teaching kits for kindergarten through fourth grade, fifth through eighth grades, and ninth through twelfth grades. The version for the United States is finished.
- The principal's kit is designed to be sent to all the principals in the United States. It will be sent in January 2000. Its goal is to energize principals to motivate their teachers, students, parents, and communities.
- Take-home materials for students.

In March and April 1999, the Census Bureau sent invitation packets to 870,000 educators in 40 percent of the Nation's schools, focusing on hard-to-enumerate areas. The agency has received orders for about 250,000 kits. Once the summer lull is over and school begins, the Census Bureau will promote the kits by sending a kit to the principals in all the remaining schools. The agency has agreed to fill all orders from any teacher who requests the materials. The Census

Bureau will attend numerous conferences in the fall to promote the census kits among teachers and administrators and to persuade them to promote the census in their newsletters and journals.

The Census Bureau is finalizing the materials to be used in Puerto Rico and the Island areas. These materials will include teachers' and principal's kits. The materials consist of one kit, covering children from kindergarten to twelfth grade, and they will be sent to all teachers in Puerto Rico and in the Island Areas.

The Census Bureau is preparing materials for teachers of adults in English as a second language and literacy courses. These materials should be ready by fall 1999. An American Indian poster map is under construction. The Census Bureau will mail teaching kits to migrant education programs and to general equivalency degree (GED) programs. A reading book for Head Start families is also being developed.

The language program generates a lot of questions. The agency is working with its partners to ensure that they have correct information about the language program to share with their members and others.

Ms. Powers (AA) pointed out that teachers are inundated with supplementary materials and suggested that the Census Bureau might explore forming partnerships with some of the classroom edition newspapers sponsored by such newspapers as *The Washington Post* and *The Wall Street Journal*. Teachers might find it easier to work census materials into their work plans if stories were printed in these classroom newspapers. She urged the Census Bureau to provide politicians with standardized language to inform people about the Census in Schools project. Ms. Marks replied that the Census Bureau had provided this material to members of congress for community presentations and to Mrs. Clinton's office. Mr. Jost added that 70 Federal agencies have agreed to be partners in the Census 2000 effort. A Presidential directive instructs those agencies to use their own funds to support the census.

Mr. Esclamado (API) asked if the funding for the advertising campaign and the other projects had been appropriated. Dr. Meyer (Census Bureau) replied that the Census Bureau had submitted its budget request to Congress but that the money was not yet "in the bank." Mr. Thompson (Census Bureau) said it would be a disaster if the Census Bureau did not get the money it had requested. However, he said he was optimistic. The Congress did give the Census Bureau the supplemental appropriation it had requested for fiscal year (FY) 1999. He was confident the funding for Census 2000 advertising would be appropriated.

Some Findings From the Census 2000 Dress Rehearsal Race and Ethnicity Data

Dr. del Pinal (Census Bureau) discussed some of the findings from the Census 2000 Dress Rehearsal's race and ethnicity data. Some cautions are necessary when interpreting these data, since the dress rehearsal results stem from—

- A limited number of sites.
- A lack of representativeness.
- Processing errors.
- Some results based on unedited data.

Also, results may vary for Census 2000 due to changes in edits and allocations and adjustments for coverage.

The new Office of Management and Budget (OMB) race categories are American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or other Pacific Islander, and White. (OMB allowed the Census Bureau to add "Some other race" for Census 2000.) Any two of these categories together are considered two or more races. One example is "White" and "Asian"; whereas, a combination of "Japanese" and "Chinese" is considered a single race. (Combinations of two or more races are shown in as much detail as possible, subject to confidentiality and reliability constraints.)

Compared to a national test showing that just under two percent of respondents identified themselves as belonging to two or more races, the results for the three test sites are as follows:

- Sacramento 5.4 percent
- Menominee 1.2 percent
- South Carolina 0.8 percent

The number of respondents identifying themselves with two or more race categories, however, presents a somewhat different picture, particularly for Menominee—

- Sacramento 21,965
- South Carolina 5,628
- Menominee 59

Somewhat different results were obtained for the Hispanic versus non-Hispanic populations. Hispanics were more likely to report more than one race than the non-Hispanics. For example, the percentages for non-Hispanics reporting more than one race in the three test sites are as follows—

- Sacramento 4.5 percent
- South Carolina 0.7 percent
- Menominee 1.1 percent

Whereas, the percentage for Hispanics are—

- Sacramento 9.1 percent
- South Carolina 7.0 percent
- Menominee 4.6 percent

The largest race combinations varied considerably among the test sites. Of those reporting two or more races in Sacramento, the four largest combinations are—

- 17.3 percent, White and some other race
- 13.9 percent, White and Asian
- 13.7 percent, White and American Indian and Alaska Native
- 12.7 percent, White and Black

In South Carolina, the four largest combinations are—

- 23.6 percent, White and Black
- 17.5 percent, White and American Indian and Alaska Native
- 10.4 percent, Black and American Indian and Alaska Native
- 10.2 percent, White and Asian

In Menominee, the largest combination of those reporting two or more races is 79.7 percent who identified themselves as White and American Indian and Alaska Native. The second largest combination consists of 11.9 percent listing themselves as Black and American Indian and Alaska Native. The latter combination, however, only consisted of 6 to 7 people.

For the race distributions, it is important to understand the distinction between the lower- and upper-bound distributions. Lower-bound distributions also are referred to as single-race distributions. Examples of these distributions include—

- White alone
- Black or African American alone
- American Indian and Alaska Native alone
- Asian alone
- Native Hawaiian and Other Pacific Islander alone
- Some other race alone
- Two or more races

Upper-bound distributions also are referred to as all-inclusive race distributions. Examples of these distributions include those reporting one race alone and those in combination with one or more other race, such as—

- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Some other race

When both the lower- and upper-bound distributions are listed together, the numbers or percentages for the upper-bound distributions always are somewhat higher than the lower-bound distributions. Also, the upper-bound percentages add up to more than 100 percent. For example, percentage comparisons for the three sites show the following—

Sacramento

- White; lower-bound, 48.4 percent; upper-bound, 52.0 percent.
- Asian; lower-bound, 15.0 percent; upper-bound, 16.7 percent.

South Carolina

- White; lower-bound, 57.3 percent; upper-bound, 57.9 percent.
- Black; lower-bound, 39.9 percent; upper-bound, 40.3 percent.

Menominee

- American Indian and Alaska Native; lower-bound, 86.2 percent; upper-bound, 87.4 percent.

- White; lower-bound, 12.1 percent; 13.1 percent.

In the dress rehearsal, the Hispanic origin question is separate from the race question and sequenced ahead of it. The overall percentage distributions, by Hispanic origin for the three sites are 20.9 percent for Sacramento, 1.9 percent for South Carolina, and 3.2 percent for Menominee. The percentage distributions for those reporting two or more origin responses are 1.0 percent for Sacramento, 0.3 percent for South Carolina, and 0.2 percent for Menominee. The two-or-more-origin totals for the three sites are—

- Sacramento—3,357, with 58 percent non-Hispanic and Hispanic combinations.
- South Carolina—1,903, with 87 percent non-Hispanic and Hispanic.
- Menominee—8, with 25 percent non-Hispanic and Hispanic.

In response to a question by Dr. García (Hispanic [HISP] Committee), Dr. del Pinal said Hispanics are the group most likely to answer the “White” and “some other race” category on the race question; 83 percent who did so in the Sacramento dress rehearsal site were Hispanic. When specifying what that “other race” is, however, most of these Hispanic respondents listed other Hispanic groups, such as Puerto Rican or Cuban.

In response to a question by Dr. Okotie-Eboh (African American [AA] Committee), Dr. del Pinal said for those reporting two or more race groups in the dress rehearsal, Sacramento’s results are above the national average of 2 percent; South Carolina and Menominee are below that average.

In response to a question by Dr. Snipp (American Indian and Alaska Native [AIAN] Committee), Dr. del Pinal said for Census 2000, it is possible that some imputations will assign people to multiracial categories if there are other respondents in the neighborhood listed as multiracial. Dr. Hill (AA) noted that the guidelines for assigning people to race or ethnic groups can be quite complicated and that it would be useful if the Census Bureau could provide members of all four Committees with these guidelines.

Ms. Ahhiatty (AIAN) said in Los Angeles, CA, where the Census Bureau of Indian Affairs had relocated American Indians in various parts of the city, there is the likelihood that many could be counted as Hispanics, since they have Spanish surnames. Dr. del Pinal said this issue needed to be addressed during the tabulation stage. Dr. Gordon (Census Bureau) added that users need to be educated as to how the data are interpreted.

In response to a question by Dr. Agrawal (Asian and Pacific Islander [API] Committee), Dr. del Pinal said that in a situation where a Mexican is living in Miami, FL, and did not answer the race question, the Census Bureau would find the nearest Mexican neighbor and assign those characteristics.

In response to a question by Ms. Le (API), Dr. del Pinal said for the racial breakdown of Hispanics listing two or more races on their dress rehearsal questionnaires, the two largest categories are “Some other race,” about 60 percent, and “White,” about 30 percent.

Accuracy and Coverage Evaluation Survey

Dr. Hogan (Census Bureau) stated that the Accuracy and Coverage Evaluation (A.C.E.) survey was part of the Census Bureau’s strategy to handle the undercount in Census 2000. This strategy also includes the paid advertising campaign, the partnerships program, and other components.

Until January 1999, the Census Bureau planned to conduct an Integrated Coverage Measurement (ICM) survey and use the results to produce direct state estimates that would be used for reapportionment. In January 1999, the Supreme Court ruled against the use of sampling for reapportionment but left open the use of sampling to produce population counts for other uses.

The primary similarities between the A.C.E. and the ICM are that both depend on taking an independent sample survey of housing units in selected blocks across the country immediately following the census, matching the results of the survey to the census to determine who was included in the census and who was missed, using the results of the census-survey

match to calculate coverage factors, and applying those coverage factors to the blocks, including those not in the survey, to correct the census. The Census Bureau expects that the corrected counts will be the basis of most uses of Census 2000.

There are also a number of important differences between the A.C.E. and the ICM. All the field work and data processing for the ICM had to be finished in time to produce state population counts and the resulting apportionment of seats in the U.S. House of Representatives by December 31, 2000. Since the A.C.E. will not be used for reapportionment but is expected to be used for redistricting, the new deadline for delivering corrected population counts to the states is April 1, 2001.

Since the focus of the ICM was on state population counts for apportionment, the samples were state-based. Indeed, the ICM included 52 separate surveys—one for each state and one each for the District of Columbia and Puerto Rico. To obtain sufficiently reliable estimates of state populations required a sample size of about 750,000 housing units. The A.C.E. has been designed to allow for “borrowing strength” for estimates across state boundaries. Because the A.C.E. is not restricted by state boundaries, it will be able to produce reliable estimates using a smaller sample size—302,000 housing units in the United States and 15,000 in Puerto Rico. The A.C.E.’s smaller sample size will also make it easier to control data collection and processing.

With regard to implementation, the Census Bureau has selected a sample of 25,000 block clusters (groups of contiguous blocks). In August 1999, Census Bureau personnel will begin listing all the housing units in each of the sample blocks. The address listing phase will continue into the fall of 1999. These blocks are expected to contain about 2 million addresses. The housing units for the A.C.E. will be selected from these addresses. The Census Bureau plans to begin A.C.E. interviews in July 2000.

In response to a question by Dr. Garcia (Hispanic [HISP] Committee), Dr. Hogan stated that the variables used to form the poststrata for the post-enumeration survey following the 1990 census included age, race, ethnicity, sex, and tenure. With some modifications, the Census Bureau expects to use similar variables to form the poststrata for the A.C.E. in 2000. The agency is considering defining separate poststrata for Asians and for Native Hawaiians and Other Pacific Islanders. Another modification will be to expand the American Indian Reservation poststratum to include tribal trustlands, tribal jurisdiction statistical areas, tribal designated statistical areas, and Alaska Native Regional Corporations. The Census Bureau is also examining the population groups with which American Indians living off reservations will be combined for poststratification purposes.

Responding to a question by Dr. Hill (African American [AA] Committee) on the uses of census data, Dr. Hogan stated that the Census Bureau will provide states with both corrected and uncorrected data. With regard to the distribution of Federal funds, Dr. Hogan believed Federal agencies will use corrected population counts derived from the A.C.E.

Committee Concurrent Session (AA)

Mr. Waddell indicated that the topics would be discussed in a different order than on the printed agenda to accommodate Ms. Hone (Department of Commerce) who will be visiting all four Committees. The Committee also will hear from Mr. Rolark (Census Bureau) and two members from the Census Information Centers. He advised the Committee to look through its past recommendations and the Census Bureau's responses to be sure that all questions have been answered satisfactorily. He complimented the Director on his spiffy attire, and on his choice in hiring a Deputy Director.

Mr. Waddell complimented the Committee for reducing the number of recommendations that it makes, and the specificity of its recommendations as the census draws closer. Any remaining large problems that the Committee finds should be noted; however, most of the large issues have been addressed. The Committee has been consistent in remaining “on-point,” and the responses from the Census Bureau have been 99-percent positive. Though most operations are in good shape, he expressed concern that there are problems in Los Angeles, Mississippi, and Dallas. Some regional directors are not utilizing members from the Committee as a resource. He mentioned that he has been participating in a number of conferences and would like to see members from the other Committees in attendance as well. They also have been underutilized.

Mr. Waddell indicated that he is concerned about getting data to the people who need them in the years following the census. One significant problem is that many people do not have computers or other technology that will allow them to

access data in the forms that will be produced by the Census Bureau. Organizations like the Urban League, the National Association for the Advancement of Colored People (NAACP), and others are on very tight budgets. The Census Bureau needs to recognize this and respond by printing a sufficient number of products on paper. Meanwhile, Committee members need to stay in contact with the organizations that are partnering with the Census Bureau to ensure that people on the lower rungs of the economic ladder learn how to use the data; otherwise the Committee will have failed in one of its duties.

Dr. Hill stated that he had participated in a conference call with members of the other three committees regarding the Census Bureau's discussions with the Department of Justice over data tabulations for redistricting. The Department of Justice discussed a number of different tabulations that it would like to have; for instance, the Department advocated allocating data to the smallest group.

Mr. Turner (Census Bureau) told the Committee that, since 1995, the Census Bureau has been working with the Department of Justice, Governors, and state legislatures to determine how to tabulate the data for redistricting. In the fall of 1997, the Office of Management and Budget (OMB) issued a notice that it intended to change how people would be able to respond on race questions on all Federal surveys. Between then and 1998, there were a number of discussions with the states and the Department of Justice about tabulation options. There were two basic distribution options—"single race," for those who identify with only one racial group, and "all inclusive," for those who choose more than one race under the new OMB guidelines. As late as December 1998, the Department of Justice advocated letting the states choose which distribution to use. Research led the Department of Justice to believe that most people would choose only one race, rather than two or more, but this was not tested in the field. The Census 2000 Dress Rehearsal was watched closely to see how people would react to these options. The results have been distributed by the Census Bureau to the Department of Justice and to the Census Bureau's committees on Race and Ethnicity. The Justice Department decided, on the basis of those results, that the "single race" and "all inclusive race" distributions would not meet its needs to review plans under Section 5 of the Voting Rights Act. Instead, Justice suggested that there should be some sort of allocation method that would reassign those who chose more than one race to a single race; in other words, using a "bridging method." The results would produce a distribution that would look like the standards set by OMB roughly 20 years ago. The Census Bureau, however, has significant analytical and statistical reservations about using one of the proposed "bridging methods" as they may compromise confidentiality. There needs to be a timely solution in order to release the data on schedule, while preserving their integrity.

Ms. Hone (Department of Commerce) stated that she has worked on both the census and on civil rights, and that both are important. In allocating race for redistricting data, she wants to be sure that Section 5 of the Voting Rights Act is not violated. Using a bridging method, as advocated by the Department of Justice, is one way to compile race data, but such an operation would have to take place after the Census Bureau has already released redistricting data. Another concern is ensuring that the Census Bureau is not put into a position where it would be distributing statistically invalid numbers. She argued that by working together, the Census Bureau and the Department of Justice will find a way to generate statistically valid race data that are still useful to the Justice Department. People will still be able to mark more than one racial category, so there needs to be some way to tabulate the data in a useful way for all concerned. Some of the problems that need to be overcome include—how to reconcile the "multiracial" category with the Voting Rights Act, and how to get the figures to add to 100 percent (rather than be in a situation where it looks like people have been counted more than once). Mr. Turner added that a solution needs to be found quickly, as there are many states and organizations with programs that depend on receiving the data.

Dr. Hill stated that the African American (AA) Committee and the other three committees on race and ethnicity have long been on record as opposing the "multiracial" designation. If the Census Bureau were forced to use the "multiracial" category, the questionnaire should have added a followup question asking which race an individual would regard as his or her main group. The National Center for Health Statistics has used this technique successfully. Of the two versions now being considered, the one that comes closer to solving the problem is the "minimum version," which allows for either a "single race" response or a "two or more" race response. Few people will opt for the "two or more" response, so the data will still comply with legal requirements. The other, the "all-inclusive" option does not work because it does not meet legal requirements and does not add to 100 percent. The most useful tabulations for users are those that sum to 100 percent. Another viable option would be the use of "random distribution," which would reduce bias in the distribution and could add to 100 percent. The Census Bureau currently uses this technique in several of its imputations. Dr. Prewitt (Census Bureau) indicated that random distribution is being considered as it is statistically valid; however, the Census Bureau is uncertain how it would stand up to legal challenges.

Dr. Hill argued that random distribution would add to 100-percent and would be defensible. It would be fair, and he would like to see it considered. The all-inclusive method should be available, but only for planning purposes. He was uncertain how states would use the data generated by all-inclusive tabulations. He also expressed his concern that there is no legal case for collecting data on those who consider themselves to be multiracial.

Dr. Okotie-Eboh noted that the AA Committee had predicted that the Census Bureau would run into problems that it is currently facing regarding multiracial data. Race is a very politicized issue in this country, and there are many laws, such as the Voting Rights Act and the Civil Rights Act, that depend on consistent definitions and tabulations of race. If the Census Bureau is going to collect data based on a multiracial category, there needs to be a way to determine a respondent's primary racial identification in order to protect the rights of minorities. She understands the cultural desire to collect multiracial data, but also recognizes that there are clear political and legal requirements that the data must fulfill. This is a case where the Census Bureau should err on the side of politics in order to protect against legal challenges, and to uphold the law. The data can and should be used as the basis of a new dialogue on race after the census. But the main question right now is how districts will be drawn based on the data.

Mr. Waddell requested that Dr. Hill be included in any upcoming Census Bureau discussions on this issue, particularly if random allocation is being considered, so that Dr. Hill would be able to relay the Committee's position.

Dr. Johnson urged the Census Bureau to organize a group to address the issue. Dr. Hill noted that the issue of random distribution is about allocating racial status among minorities, and is not about White or Black. He thanked Mr. Turner and Ms. Hone for their hard work, and asked to be kept informed about any new developments.

Mr. Rolark (Census Bureau) stated that the African American Committee has long been an advocate of the Census Information Centers. The purpose of this program, which started in 1988, was to get census data distributed to economically disadvantaged and minority populations. Several committee members, including Mr. Waddell, attended a recent meeting in Jacksonville which was organized by the Census Bureau and the Urban League; there were 32 participants in attendance to discuss the program. He offered to provide the Committee with a list of the participants. Attendees included representatives of the lead organizations and affiliate organizations that are involved in the Census Information Center program.

Mr. Rolark indicated that there was a demonstration of the American FactFinder, and a discussion of the Baltimore Urban League's community technology center. This center teaches local people to use new technology. The conference also addressed the need for more printed census materials in order to make the data accessible to grassroots organizations. Mr. Rolark reminded the Committee that the Census Information Centers provide a variety of census data products, not just those from the decennial census. One attendee of the Jacksonville conference discussed how electronic media are more important than printed products for distributing data to American Indian tribes.

What most participants realized is that the Census Information Centers need to tailor the data that the Census Bureau collects to the specific needs of individual communities. Mr. Rolark credited Mr. Waddell for his suggestion to have the Census Information Centers work more closely with the Census Bureau's local offices to identify the hard-to-enumerate populations in each community. While the Census Information Centers are generally well known in their communities, the Census Bureau will develop a marketing program to make even more people aware of these centers. In the future, the Census Bureau hopes to include more groups into the Census Information Centers program. The current model is structured around lead organizations and their affiliates. A second option would have several groups open a center as a consortium, while a third option would establish a center with a stand-alone organization. Since no single model will work for every community, there needs to be enough flexibility to respond to local needs.

Dr. Johnson stated that many rural areas are not as technologically advanced as urban areas. There is a continuing need for printed census data products. Mr. Rolark agreed, noting that the Census Information Centers are considering printing a series of reports; one possibility is getting corporate sponsorship to fund these publications. The Census Information Centers recognize the need for printed materials.

Mr. Johnson, who also is from a rural community, stated that most people get their information from electronic media, particularly television and radio. Some local radio call-in shows have a particularly strong following and are a key source of information. However, many of the hosts are unfamiliar with the census and do not discuss it. A friend of his with a radio show in Mississippi, for instance, has yet to discuss the census. Most people do not understand why the census is

important, particularly in rural areas. The Census Bureau needs to inform local media providers about the importance and many uses of census data.

Mr. Rolark stated that the Census Information Centers are trying to address such problems by providing computer workstations for walk-in traffic, so people can get access to the data. The media campaign for Census 2000 is addressing this issue and is looking to partner with local media outlets to get the message out to local audiences; the Census Bureau hopes that local media will help to inform the hard-to-enumerate populations about the census.

Dr. Okotie-Eboh lamented that there is not enough money to purchase the technology to provide data to enough people. Instead of relying on such purchases, the Census Bureau should take advantage of the existing technological infrastructure at schools and libraries. Since many of these institutions have the necessary technology, the Census Bureau would have to provide only the software. Mr. Rolark noted that the Census Bureau is trying to create such partnerships with colleges. He added that the Census in Schools program will help to make the data accessible to high school and elementary school students. One of its purposes is to make the data less intimidating.

Mr. Waddell stated that the African American Committee has supported the Census Information Center program and continues to do so. However, it should be expanded and should involve those involved in the Partnership Program. The Census Bureau should educate these centers about the whole census process as well, so that the Census Information Centers can educate their constituents.

Mr. Waddell asked that the Census Bureau issue press releases that would inform the public about the existence of these four Committees, and how to contact their members. The Committees and their members need to be recognized in their communities.

Mr. Waddell asked the audience members to introduce themselves. He thanked the History Staff and the Audio Visual Staff, and he then adjourned the meeting.

Mr. Waddell asked the Committee members to review both the recommendations that it made in March 1999 and the Census Bureau's responses. Dr. Hill stated that the Census Bureau's response to the first recommendation, regarding race data tabulation, was answered well. Mr. Waddell agreed, but wanted to ask the Census Bureau to include Dr. Hill in future discussions on this topic.

Mr. Waddell also was pleased with the Census Bureau's response to the Committee's second recommendation regarding minority contractors. Responding to Dr. Johnson, he stated that the Committee would not be able to get more detailed figures on the hiring of minority subcontractors. In fact, he believes that Young & Rubicam (Y&R) went beyond the call of duty in the level of detail provided. Most of the Committee's employment requests are being met.

Regarding the third recommendation, on expanding the Partnership Program and data dissemination efforts, Mr. Waddell praised the Census Bureau's response. He expressed his appreciation for the difficulty of Mr. Raines' (Census Bureau) job of establishing offices and other field operations. He encouraged the other Committee members to visit their local district offices to get a sense of the complexity of the job that the Census Bureau is doing. It is difficult to evaluate the job that an organization is doing if one does not understand the organization or the job.

Dr. Okotie-Eboh agreed, but complained that the Census Bureau does not always take the good advice that it is given, even if the advice comes from its own employees. For instance, if a dress rehearsal reveals a problem with the questionnaire, such as a vaguely worded question or poor question sequence, there is no time to correct the error. Despite the vast data available, the Census Bureau still seems unable to change. Knowing the organization does not influence whether it will accept the advice it receives.

Mr. Waddell also encouraged members to work with Complete Count Committees. He also wants to be sure that new regional employees are aware of the minority committees and how to get in contact with their members. Ms. August (Census Bureau) said that she is having a staff member develop a plan that will list activities that Advisory Committee members can help with. The plan also will indicate how to improve communication between the Committees and field staff. There is a Partnership Update Newsletter for Partnership Specialists which can be used to increase contact between the partners and the Advisory Committees. The Census Bureau is planning a special issue that will highlight the roles that the Committees play and will contain information on how to contact Committee members. There is also a "partnership bulletin board" that can be used to advertise the Committees. Partnership Specialists also participate in teleconferences;

the next one will include information about how to work with the Committees. Now that the local offices are hiring staff, there is a possibility that Committee members could participate in the training sessions.

Ms. Powers suggested that in addition to letting the Partnership Specialists know who the Advisory Committee members are, the Census Bureau also should specify the specialty of each member. Mr. Waddell agreed, stating that each individual has different interests, skills, and constituencies. Dr. Hill agreed, stating that providing brief biographical information about Committee members will help make them accessible.

Mr. Johnson related how he had sent a camera crew to a Census Bureau test site to report on the opening of a local census office. However, the crew was turned away until someone in the Dallas Regional Office contacted the local office. He expressed his concern that local news directors will not develop stories about the census if it is going to be difficult to get access to local employees and information.

Ms. August, in response to Ms. Powers' question, stated that Partnership Specialists do get media training. Dr. Johnson urged the Census Bureau to encourage its employees to think of the goal of their job, and to use creativity in achieving that goal. Too many people have a limited definition of what their duties are, and should be encouraged to take some initiative. Mr. Waddell thanked Ms. August for her work, and encouraged her to take advantage of the Committee's expertise.

Mr. Waddell asked the Committee to examine the two posters the Census Bureau produced for the African American population. He and Ms. Powers selected the paintings that were made into the posters. The posters are designed for educational purposes and will be distributed to libraries and schools. Ms. Powers explained that the theme of the first poster is family. Mr. Waddell stated that it was chosen for its uplifting message about passing information from one generation to the next. He added that he did not like the poster chosen for 1990. While some objected to this poster because of its muted colors, he still believes that the message is positive. Family is a universal common denominator.

Dr. Okotie-Eboh suggested that there should be a poster contest to generate more community participation in census promotion, particularly if the posters are to be used for educational purposes. In 1990, Detroit sponsored a poster contest. Mr. Waddell said that each region sponsors its own poster contest. He added that Complete Count Committees and the Partnership Staff have the power to print their own posters at the local level. This was done in 1990 and should be repeated. Ms. Powers agreed, adding that poster contests would go beyond public relations to public affairs; it would involve the community in a public relations activity.

Ms. Marks (Census Bureau) clarified that there is a wider poster program. The ones before the Committee are for education, and will go to the partners and the influencers in the community. There also will be other posters produced on a flow basis. The Census Bureau will produce a collage of prominent African Americans centered around the late Department of Commerce Secretary Ron Brown, a confidentiality poster, motivational posters, and posters based on the ad campaign, all of which will be for the general public.

Mr. Waddell stated that posters will become collectors items. Ms. Powers agreed, stating that people will be collecting items with "2000" on them.

Ms. Marks asked if the African American Committee would like to be credited on the posters. Mr. Waddell responded in the affirmative, and added that the Committee should be indicated on the Ron Brown poster as well.

Dr. Johnson praised the Chisolm-Mingo Group for its recent presentation of its advertisements. Each of the advertisers made very good presentations, but Chisolm-Mingo's was the most impressive. Ms. Powers stated that she would like to see such a company act as the primary contractor, rather than performing as a subcontractor under Young & Rubicam. She is concerned that minority contractors will not feel competitive when applying as a primary contractor, because most are so small. However, small companies often are more dynamic because they have more to overcome.

Dr. Johnson agreed that just because a company lacks depth it should not be disregarded. After all, many large companies have become so on the basis of government contracts. Dr. Okotie-Eboh agreed, stating that many large companies think in terms of "tier 1" and "tier 2" companies. When hiring a contractor, many look to the "tier 1" companies as better able to provide service at more sites, but hiring a big company reduces the control that one has over who will be chosen as a subcontractor. What some people are starting to realize is that there are advantages to hiring a small

company as the primary contractor, and letting it choose a large company as a subcontractor. Small companies are more flexible in their subcontracting options.

Mr. Waddell wants to see more grassroots interaction between Committee members and Partnership Specialists. The Committee has asked to be involved in finding employees to fill partnership positions, so it should take advantage of the Census Bureau's willingness to allow this. Members should watch for openings at all levels, and refer applicants. The Committee was able to get waivers for welfare recipients in the last census. Similar waivers will exist in this census as well to fill field positions. There needs to be good people both at the management level and at the lower levels to ensure a good census. Filling the lower-level positions will be difficult. The Committee also needs to recognize that the country has changed since 1990; many areas are more influenced by drugs and violence. Other complexities include how to enumerate the homeless and how to conduct Shelter Night. The Committee needs to anticipate what problems might emerge, rather than wait for them to happen.

Ms. Powers requested that the Census Bureau consider previewing its advertisement material with local opinion leaders so that they might help promote the Census Bureau's message.

Ms. Waldrop (Census Bureau) informed the Committee that the original poster program now will proceed as it was planned.

Mr. Waddell asked the audience members to introduce themselves. He thanked the History Staff and Audio Visual Staff for their support.

Mr. Temple (Department of Commerce) stated that the Department of Commerce is trying to create a partnership with the Department of Labor to increase the number of welfare-to-work recipients who will work on the census. The Department of Commerce has asked the Department of Labor to spend \$20 million of the \$240 million that it received for welfare-to-work programs on preparing Temporary Assistance to Needy Families (TANF) recipients for census work. The Department of Labor will receive applications from national organizations, mostly private non-profits, who will help to identify and train 10,000-15,000 people to take the Census Bureau's screening test. The applicants then will be ready to fill some of the Census Bureau's temporary jobs between April and June 2000. The contracts between the Department of Labor and these organizations also will require that those trainees who successfully complete their jobs during nonresponse followup operations will be hired in permanent positions by the host organization. A joint announcement about this interdepartmental partnership will be issued, perhaps as soon as early August. In response to Ms. Powers, Mr. Temple stated that those people who are involved in Job Corps who are receiving Temporary Assistance to Needy Families assistance will be eligible for these jobs. He added that most of the training by the organizations would be in "soft skills," such as hygiene, money handling, and coming to work, among others.

Dr. Hill described the Census Bureau's evaluations of its experience in hiring welfare-to-work recipients during the Census 2000 Dress Rehearsal. In South Carolina, for instance, the state did not provide a waiver to Temporary Assistance to Needy Families recipients. These applicants also scored poorly on the test. There were other problems as well. There often was a delay between when the test was administered and when hiring took place; some applicants who passed the test simply lost interest in the job due to this delay. Many of those hired did not have sufficient transportation to get to some of the field sites, particularly to outlying areas.

Mr. Temple, responding to Dr. Hill, stated that he is not involved in negotiating waivers from the states. Instead, he concentrates on getting people hired. Also, since the money that will be spent on this program is from the Labor Department and already is slated for welfare-to-work, many issues like transportation are not germane; instead, the focus is on literacy and remedial activities, among others. The Labor Department has a great deal of flexibility in how it spends this money.

Mr. Waddell noted that in 1990 the regional directors played a significant role in securing state waivers for welfare recipients. A similar effort is in order for Census 2000. He requested that someone from Mr. Temple's office attend the upcoming regional directors' conference to encourage them to begin the process of securing these waivers soon.

Ms. Collins (Census Bureau) stated that in 1990 the regional directors secured individual state waivers. Most, but not all, states cooperated. The Census Bureau's Field Division is working on the issue. The Department of Housing and Urban

Development has provided waivers, and Census Bureau personnel have had discussions with Temporary Assistance for Needy Families directors. The Census Bureau also can look into replicating its efforts used in the 1990 census.

The Committee discussed drafting a recommendation on this issue.

Ms. Crews (Census Bureau) informed the Committee that the Census in Schools program is concerned that it has not made a specific effort to reach African American schools. New staff has been hired to address this shortcoming and soon will be contacting African American educators and students. She asked the Committee for its suggestions on which organizations to contact. Ms. Powers suggested the Council on Education. Mr. Waddell suggested looking for charter schools and resident boarding schools in the south. The school for which he is the board chairperson has yet to be contacted. He suggested asking the Partnership Specialists to look into contacting such schools. He also suggested searching out religious schools and high schools associated with historically-Black colleges and universities.

Ms. Crews stated that the National Association for the Advancement of Colored People (NAACP) has agreed to help with this effort to reach African American educators and students. Mr. Waddell noted that it would be in the Census Bureau's best interest to contact the Urban League as well, since the two organizations tend to compete with each other. Dr. Johnson requested that the Census Bureau contact the Committee before attending NAACP meetings, since some of the Committee members are NAACP board members. Mr. Waddell asked that the Committee be informed about the Census Bureau's progress in contacting African American schools. He also asked to be informed about the local and regional launch dates for the Census in Schools program.

The Committee commended Ms. Carney (Census Bureau) for her work with the Race and Ethnic Advisory Committees.

The AA Committee discussed what topics should be covered in its formal recommendations.

Mr. Waddell indicated that four Committee members are up for reappointment. He is interested in continuing to serve and will ask the other three members if they would like to do so as well. He expressed his desire to maintain as much continuity as possible to keep the African American Committee focused and "on target." Mr. Waddell added that if the Committee is rechartered, it will have to begin thinking about the next census at the same point that it is evaluating the success of Census 2000. The Committee needs to be as experienced and knowledgeable as possible in order to stay effective. He believes that the Committee in 1990 was too accommodating, and did not fight for the interests of the African American people. For this Committee to be as effective as possible in fighting for these interests, its members need to be familiar with the local and regional Census Bureau offices, the training process, and local personnel. This way, if a problem arises, a Committee member can contact the appropriate regional director informally to fix it. Not every issue needs to become a formal recommendation, especially if it can be solved with a phone call.

Dr. Hill concurred that Committee members should go into the field to understand the census process. He believes that by making very few and focused recommendations, the Committee's credibility is solidified. He commended Mr. Waddell for his leadership.

Mr. Waddell stated that he also wants to provide an example to the three other Committees. Some of them tend to get caught up in minutia and fail to see the big picture.

Mr. Waddell suggested that Committee members should have some sort of Census Bureau-generated photo identification to use when visiting regional or district offices. Ms. VanHorn (Census Bureau) agreed to look into the relevant regulations to see if it will be possible. Mr. Waddell emphasized that the Committee members would still call in advance of visiting a regional or district office, but that the badges would help make visits go more smoothly. Dr. Hill agreed, stating that he would like to see a closer relationship between the Advisory Committees and the regional offices. A badge also would help members to stand out at community events; they would provide greater visibility. Mr. Raines (Census Bureau) stated that the regions would have digital cameras and should include pictures of the Committee members in an upcoming edition of the newsletter. This might provide a level of visibility and recognition that would alleviate the need for a badge. In general, badges are meant to provide access. Mr. Raines stated that he would consider the issue. He argued that the Committee's best bet might be to put the suggestion in a formal recommendation.

Ms. Powers recounted how the members were forced to turn over their driver's licenses at a recent visit to the Department of Commerce. Such inconveniences could be avoided if Committee members have Census Bureau identification.

Dr. Johnson praised Ms. August (Census Bureau) for providing her with copious materials to distribute at a conference. Ms. August informed the Committee that Census Bureau personnel will be making presentations at nearly 200 national conferences over the course of the summer; there are also a number of conferences in October. Mr. Waddell suggested that Partnership Specialists should attend major African American athletic events. If Census Bureau personnel do plan to attend some of these events, they should be in contact with members from the Advisory Committees on Race and Ethnicity who might be able to introduce them to influential people who can help publicize the census. These games and tournaments provide an opportunity to reach a significant number of young African Americans. Mr. Waddell agreed to provide Ms. August with a list of these athletic events.

The Committee worked on editing and compiling its formal recommendations. Mr. Waddell thanked the History Staff and Audio Visual Staff. (See Appendix A for the official Committee recommendations and the Census Bureau's official responses.)

Committee Concurrent Session (AIAN)

Mr. Nygaard asked for discussion of the Census Bureau's responses to the recommendations made at the previous meeting by the Census Advisory Committee on the American Indian and Alaska Native (AIAN) Populations.

The AIAN Committee accepted, without discussion, the Census Bureau's response to recommendation 1 regarding the swearing in of tribal liaisons. The Committee also was satisfied with the agency's response to recommendation 2 concerning the development of a geographic handbook (now available) providing concise definitions of American Indian and Alaska Native lands for Census 2000. In response to a question by Ms. Ahhiatty, Mr. Marinucci (Census Bureau) said that a notice is planned for the *Federal Register* regarding the Tribal Jurisdictions Statistical Areas.

Ms. Stiffarm (Census Bureau) added that this notice will be sent to the tribal governments for their review and comments. In response to a question by Dr. Snipp, Mr. Marinucci said the notice will be released soon.

The Committee had no objections to the Census Bureau's response to recommendation 3 concerning the Denver Regional Census Center's model program for cooperation between the agency's Geography Division and the Partnership Specialists. Ms. Ahhiatty, however, expressed concern that all the Regional Census Centers may not be maintaining contact with the tribal governments. In the Los Angeles Regional Census Center, for example, the partnership position for American Indian complete count committees has been vacant for several months.

The Committee deferred discussion of recommendation 4 pertaining to the use of Indian mascots until later, since the Census Bureau had indicated it would issue a report at a later session in the day addressing this issue.

The Committee accepted the Census Bureau's response to recommendation 5 concerning the use of the Hauser image as a hot button for the Indian page on the agency's website. Dr. Jojola pointed out that the main problem would be the download time for those clicking on the image. Mr. Richardson said another problem was whether the Hauser family would grant permission to use the image.

As for the Census Bureau's response to recommendation 6 regarding the identification of reservation sub-areas, Dr. Snipp expressed concern that it did not address the issue of tabulation procedures for Indians living in urban areas. Ms. Ahhiatty suggested that the Committee formulate another recommendation dealing specifically with tabulations for urban areas.

The Committee accepted, without discussion, the Census Bureau's response to recommendation 7 concerning the Census Bureau of Indian Affairs' geographical map.

Regarding recommendation 8 pertaining to geographic outreach programs, Mr. Rodgers cited the recent tribal leaders' conference in Denver, in which the Denver Regional Census Center's geography staff gave a presentation. The presentation was an excellent outreach effort, since it encouraged many of these leaders to participate in these programs. Also, the Committee should have input into the outreach handbook under preparation, and the Census Bureau's geography staff should prepare a national atlas for American Indians comparable to its national atlas for the general population.

Dr. Jojola and Ms. Ahhiatty expressed concern about the increased reliance on electronic access of the Census 2000 data and reduced access to printed materials. Another concern is how the geographic areas within the tribal jurisdictions can be designed so the data are available for the areas most relevant to these jurisdictions. Unless these jurisdictions have the capability of accessing data systems, such as the American FactFinder, which is unlikely for Census 2000, meaningful data will be denied to the American Indian and Alaska Native populations. Perhaps by the 2010 census, this capability might exist. Another concern is data confidentiality; if there are too few people in a given area, the data will be suppressed. Also, nobody knows, at this point, how American Indians and Alaska Natives will respond when given the opportunity to check off more than one race item on the questionnaire. It is believed that American Indians and Alaska Natives will identify their origins as multiple tribal. The issue of tribal identity is both political and cultural.

Mr. Richardson said since the questionnaire allows for self identification, he was concerned that the Census Bureau, when reporting the data, might not distinguish between recognized and unrecognized tribes. If the Census Bureau reports the unrecognized tribes, it gives them some validity. There must be some way the agency can separate out the recognized from the unrecognized. This is a major concern among tribal leaders. So, in the spirit of the government-to-governments relationship, the agency has a responsibility to distinguish the federally- and state-recognized tribes from the unrecognized tribes.

The Committee accepted, without discussion, the Census Bureau's response to recommendation 9 pertaining to sampling and estimation procedures.

Regarding recommendation 10 concerning the advertising campaign, Mr. Nygaard asked about using the Hauser image on the Indian page of the Census Bureau's website. Ms. Waldrop (Census Bureau) said that she had contacted the Smithsonian Institute regarding this issue, and the request was communicated to the Hauser family, which most likely would give its approval. Mr. Rodgers noted that since artwork is time-consuming to download, the Committee suggested the Indian logo be used instead as a hot button. The users would click on the logo to go to a products section, then click on posters to access the Hauser poster.

Ms. Waldrop referred the Committee to a handout, "Statement of Credit for Posters." The statement reads, "This poster is one of a series of fine-art posters developed for Census 2000 with the help of the Census Bureau's Advisory Committees on the Race and Ethnic Populations and the Smithsonian Institute's National Museum of American Art. The posters celebrate diversity in American by featuring artwork from some of this century's finest American artists representing diverse racial and ethnic backgrounds." The Census Bureau would like feedback from all four Committees regarding the placement of this statement on the back of each poster. Ms. Hone (Department of Commerce) added that one purpose of the statement is to ensure that the individual artists are credited for their work and that their race or ethnic origins are identified. After some discussion, Mr. Jojola suggested that the Committee prepare a recommendation about the statement's wording and submit it to the Census Bureau at the end of the meeting.

Dr. Bennett (Census Bureau) updated the Committee about the status of the coding list for American Indian and Alaska Native tribes. The comment period has concluded, and responses were received from about 125 tribal governments. (Over 500 American Indian and over 200 Alaska Native tribes were asked for their comments.) The Census Bureau hopes to incorporate all comments by August 13, 1999. In response to a question by Dr. Snipp, Dr. Bennett said the Census Bureau would code all tribes as identified (by the respondents) on the questionnaire, so the issue of recognized vs. unrecognized tribes would have to be addressed during the data-tabulation stage in which the agency would determine for which tribes data will be published. As for the subject reports, their extent and the number of tribes listed would depend on the level of funding available. In response to a question by Mr. Richardson, Dr. Bennett said the Census Bureau would consult with the Committee before deciding to publish data for any tribe, regardless of recognition status. Ms. Ahhiatty said the government-to-governments consultation with the tribes is a critically sensitive issue that must be considered before deciding for which tribes data will be published.

In response to a question by Mr. Rodgers, Dr. Bennett said the language reported by the respondent could be used to attribute that person's tribe. Also, if Committee members would like to suggest changes and additions to the Census Bureau's list of Indian tribes, their comments should be submitted no later than August 13, 1999. In the remainder of the session, Dr. Bennett explained how the Committee members could use the draft version of the code list to suggest these changes.

Mr. Nygaard said the Committee will be addressing several topics during this session, and he also has asked for more information on the Accuracy and Coverage Evaluation (A.C.E.) estimation.

Dr. Singh (Census Bureau) said Dr. Snipp has been very helpful in providing comments about issues involving the American Indian and Alaska Native population and the Census Bureau's sampling and estimation plans. Last year, prior to the Supreme Court's decision on sampling, the Census Bureau was planning to conduct the Integrated Coverage Measurement (ICM) program, contacting 750,000 households throughout the United States. The agency was working on two plans for Census 2000, one with and the other without sampling. The Court's decision led the Census Bureau to modify its ICM design, adapting a new plan that involved contacting all households in selected block clusters around the country. The sample of block clusters was divided into four groups—American Indian reservations, small (1 to 2 housing units), medium (3 to 17 units), and large (18 or more units) clusters. The Census Bureau's initial plan called for selecting 350 block clusters from American Indian reservations, but decided that this would not provide sufficient reliability for the estimates for the population and added 6 more clusters to the sample. There are 36 states that have American Indian reservations, but 10 of those states had American Indian and Alaska Native populations so small that, under the allocation plan, they would have been assigned only a fraction of a cluster, hence they were dropped from the sample and the clusters that would have been assigned to them were reallocated to the remaining states with more substantial populations.

The Census Bureau's plan subsamples the original 750,000 housing units of the ICM sample to provide an A.C.E. sample of approximately 302,000 housing units. All of the housing units in the block clusters on American Indian reservations will be retained in the sample. However, the A.C.E. will not be used in remote Alaska because the Census Bureau believes it will be virtually impossible to find the people who were living in a given area at the time of the census to be interviewed for the A.C.E.

Dr. Jojola commented that he is a little lost with respect to the Census Bureau's method of choosing blocks on reservations for inclusion in the A.C.E. Is the Census Bureau basing its selection on identified areas with large proportions of American Indians? Dr. Singh said the Census Bureau used the 1990 census population data for the reservations, totaled up the Indian populations for the states involved, and then allocated the block clusters for the reservations based on the total Indian reservation populations for each state. All of the blocks involved will be on reservations.

In reply to further questions by Dr. Jojola, Dr. Singh said the A.C.E. will capture data on American Indians living off the reservation as a part of the total sample population in block clusters off the reservations. The nonreservation portion of the A.C.E. sample was not designed to identify and include possible block clusters with a high proportion of American Indians. The Census Bureau is still refining the sample design and he was unable to estimate what proportion of the total of about 302,000 households in the A.C.E. sample will be American Indian. The sampling rate will, however, be differential, with some level of oversampling for specific groups.

Dr. Snipp commented that the final count of American Indians within the A.C.E. will be whatever number are counted in the 356 block clusters on the reservations, plus the sampling rate from the nonreservation households, multiplied by the percentage of American Indians in the population at large. Dr. Singh noted that differential sampling will make some difference in that final number.

Mr. Waite (Census Bureau) pointed out that there are two separate populations of American Indians involved—those living on reservations (represented by the 356 block clusters) and the proportion of American Indians, compared to the total American population off the reservations, allowing for some oversampling. American Indians living in cities outside the reservation would have chance, albeit a small one, of being selected for the sample. Dr. Singh suggested that, allowing for oversampling, the proportion of the sample of the population off the reservation that would be American Indian would be about one percent.

Dr. Jojola suggested the Census Bureau should consider drawing its sample frame to include urban areas—e.g., Albuquerque, NM; Oklahoma, OK—with a substantial proportion of American Indians in the population. Mr. Waite said that a random sample of blocks for the entire country will include some blocks from those cities. He noted that the Census Bureau already is oversampling (with the 356 blocks on reservations) for American Indians; the oversampling is being done within the nonreservation portion of the A.C.E. sample not targeted at any ethnic or racial group, but at hard-to-enumerate areas. Those areas may or may not coincide with areas of concentrations of any ethnic or racial population. Dr. Singh added that any oversampling requires a trade-off with regard to the kind of information that will be collected,

and the quality of the overall data produced by the sample. The Census Bureau must weigh the possible benefits of oversampling for the data on a group or area, with the impact that reducing the sample rate for the overall sample will have on other data.

Mr. Zunigha pointed out that Oklahoma includes about 12 percent of the total Indian population of the United States, but, technically, contains no reservations. The Indian lands in the state are “trust lands” rather than reservations. He wondered how the state and the resident Indian population are being treated in the A.C.E. sample. Dr. Snipp suggested that once the Census Bureau gets into adjusting the sample figures, the trust lands will be treated as reservations. Dr. Singh said the sample includes several block clusters in Oklahoma.

In reply to a question by Ms. Ahhaitty, Dr. Singh said that there are 11 Indian reservation clusters in the sample for California. Ms. Ahhaitty pointed out that there are areas within Los Angeles in which a substantial portion of the local population is American Indian. Mr. Waite noted that the A.C.E. sample for California will undoubtedly include some American Indians; however, it is highly unlikely that there would be enough in the sample to enable the Census Bureau to provide separate estimates for that population.

In response to a question by Mr. Richardson, Mr. Waite said that very few states would have a sufficiently large A.C.E. sample—exclusive of the reservation clusters—to have a separate stratum for American Indians in that state.

In reply to questions by Mr. Rodgers, Dr. Singh said the 356 clusters have already been selected. The A.C.E. sample is the replacement for the PES used in the 1990 census. A “cluster” is a land area with easily recognizable boundaries and two or more housing units. Generally, a cluster consists of one or more blocks, but these blocks are [data] “collection” blocks, and are different from “tabulation blocks” (i.e., blocks used for tabulation census data under requirements for redistricting and other uses of the data). The 356 block clusters on American Indian reservations will probably include about 10,000 households.

Ms. Ahhaitty asked for the areas within Los Angeles County the Census Bureau has selected for the A.C.E. sample. Dr. Singh said the Census Bureau cannot supply that information until 2001 or 2002. An important requirement for drawing the A.C.E. sample is that it must be an independent sample, and giving out information about the blocks or other areas to be sampled might have an impact on the response attained by the survey and would bias the results. Mr. Waite added that neither he nor the local census offices know which blocks are included in the A.C.E. sample in order to safeguard the independence of the operation.

In reply to a question by Mr. Rodgers, Dr. Singh said he could not tell the Committee exactly how many reservations had block clusters included in the A.C.E. sample, but that the sample included a block cluster from at least one reservation in each of 26 states. Mr. Rodgers commented that the 1990 Post Enumeration Survey (PES) evidently included only three reservations, and that yielded an estimated undercount of 12 percent.

Turning to estimation, Dr. Singh said the Census Bureau will determine the correction factors by forming the population into groups based on coverage properties of those groups. There will be a separate correction factor for Indians living on reservations and in Indian Country. The American Indian population could be defined in 12 categories based on ethnicity, race, and place of residence (e.g., Hispanic- or non-Hispanic, by single- or multirace, by residence). The Census Bureau has decided that categories 1 to 8—for populations living on reservations, off reservations but in Indian Country and reporting single or multirace—will be placed in one stratum for defining the coverage factor. Categories 9 to 12—for non-Indian Country—coverage properties will be different than for categories 1 to 8, but the Census Bureau still does not know how to deal with all the issues involved with these groups. The agency is still working on refining its procedures for this operation, but has not yet made any decision on it, except that any collapsing done for these data will not be done by collapsing them into the White population data.

Dr. Singh noted that if the Census Bureau decides to collapse data for different minority groups for a state, the data will be collapsed into the data for the largest minority population involved.

In reply to a question by Mr. Richardson, Dr. Singh said that in collapsing data from a smaller into a larger group, the Census Bureau is trying to limit the damage done to the data. The data for the smaller group will either be lost or will have to be collapsed into the data for a larger group. Dr. Snipp pointed out that in non-Indian country, if the American Indian data are collapsed into the African American population data, the correction factor for the American Indian

population will be identical to that used for the African Americans. This may lead to over correction in some cases and under correction in others. Mr. Waite added that if the Census Bureau does not have a large enough sample in non-Indian country it will not be able to make reliable estimate. In effect, when small population data is combined with data for a larger population, the larger group will dominate the estimation. He added that under the ICM model, in which the Census Bureau was required to produce state estimates for apportionment purposes, the agency was not able to “borrow” any sample from one state to be combined with another. He asserted that the American Indian correction factors would have been more compromised under that model than is the case with the A.C.E., which will permit the Census Bureau to combine data for some purposes. The A.C.E. sample is a very heavy oversample for the American Indian population and is more likely to produce coverage factors that accurately reflect the American Indian population than would have been the case with the ICM. Dr. Snipp agreed that the A.C.E. design is much better than the ICM.

Dr. Singh said the Census Bureau will be making its decision about the post-strata for the A.C.E. sample sometime over the next several months, and will be discussing the situation with Dr. Snipp.

Mr. Nygaard introduced Ms. LaVerne Collins (Census Bureau) to discuss the Census Bureau’s plans with regard to working with sports teams or other entities that use American Indian mascots in promoting Census 2000.

Ms. Collins noted that she has been unable to contact one of the persons the Committee had recommended—Mr. Raymond Bellacourt of the National Coalition Against Racism in Sports and Media—despite repeated attempts to do so. The Census Bureau is anxious to consult outside organizations that are working on this issue. She added that Ms. Harjo of the Morningstar Institute, which is in the forefront on this question, is attending this meeting. Once the agency has heard from the Committee and has consulted other interested outside groups, it will prepare a draft policy on the use of mascots and ask the Committee for its comments.

The primary questions for the Census Bureau include the following:

- Are there teams whose names or mascots are so offensive that the Census Bureau should particularly try to avoid them?
- What should the Census Bureau do with respect to American Indian teams that use American Indian names?
- How far should the Census Bureau pursue its policy on working with teams with offensive names? Is it enough to avoid this situation with professional teams, or should it extend down to college, high school, and other teams?
- What should the agency do about regional offices that have already entered into agreements with teams that may have unacceptable names?
- What should be done about complete count committees that want to involve local sports teams in their work?

Ms. Ahhaitty commented that it is ridiculous to have to deal with this issue at this time; no other part of the American population still has to see the continued use of derogatory nicknames in public. So far as she is concerned, the Census Bureau ought to establish a policy regarding such names from a consensus of the American Indian people, and apply it at every level. The Los Angeles United School District has managed to implement a policy of eliminating such nicknames because of the damage such language does to the students.

Dr. Jojola asked how the Census Bureau believes such a policy might affect its promotional campaign? Ms. Collins said that the Census Bureau has found that using sports teams or sports figures is an advantage in reaching the public with a message about the census, particularly with certain audiences. For example, if the Washington Professional Team offered to help promote Census 2000, should the Census Bureau accept that help for an area that had a significant undercount in 1990 despite the fact that the team’s name is offensive to American Indians? She added that in the 1980 Census the Bureau had an agreement with the National Football League to have the League and its teams encourage players to do promotional work with the agency.

Mr. Zunigha commented that he can understand the Census Bureau using these organizations to promote the census, particularly if it can reach an otherwise hard-to-enumerate group, such as young people. This Committee obviously has

objections to these nicknames, but he was not certain whether the Census Bureau would be justified in refusing to take advantage of the ability of sports figures to improve the response to the census.

Ms. Harjo suggested the Census Bureau could adopt the approach used by the Native American Journalists Association and the United Journalists of Color, which have followed the lead of several media outlets around the country that do not mention the names or the logos of those teams that reference American Indians. Nothing need be shown in the literature that uses the name or the offensive logo or mascot. The way to avoid the “land mines” is to not promote the Indian name or symbol. The players can wear their uniforms, but when the photos or other materials are prepared, you need not show the logos or symbols, nor use the offensive language. If an American Indian team wishes to use such a name, that is a different situation, since it is then self-identification.

Mr. Nygaard commented that so far as he is concerned the Census Bureau itself is not directly concerned with this issue. He suggested that the Census Bureau should probably direct the partnerships specialists not to promote the use of disparaging names, but he did not believe the agency or the Committee needs to spend a lot of time on the matter. Ms. Harjo pointed out that the U.S. Patent and Trademark Board has found that the name of the Washington professional football team is disparaging and contemptible, and that the trademarks should be canceled.

Mr. Richardson said that he would not want to see the Census Bureau endorsing any team, company, or contractor that would use American Indian mascots, and it would be inappropriate for this Committee to support such action by the Census Bureau. Too many tribes and organizations have taken the position that the use of such mascots and language is no longer acceptable. Ms. Harjo added that the leading American Indian organizations are leading opposition to using these names and mascots. There also is the question of the appropriation of American Indian name and symbols without the permission of the Indian Nations, those names and symbols should be protected as well. For example, the Cherokee Nation did not give its permission for Jeep to use the name Cherokee, so no promotion involving Jeep Cherokee should be done either.

In response to a question by Ms. Ahhaitty, Ms. Harjo said there have been attempts to stop the use of Indian nicknames and mascots since 1940; the first success was gained in 1970 when the University of Oklahoma agreed to drop its mascot “Little Red.” Since 1970, nearly 1,000 schools and universities at all levels have dropped references to American Indians.

Mr. Rodgers wondered if the Committee could see information on how many schools and teams still use American Indian names. Ms. Collins said she has looked on the Internet and was surprised at how many teams still use these names. She said she will try to get some data on this subject for the Committee.

Ms. Collins said members should feel free to contact her by email or telephone. Her e-mail address is lcollins@census.gov, and her telephone number is (301) 457-8315.

Dr. Jojola said that the Census Bureau has asked the Committee to discuss the promotion poster for the American Indian publicity campaign. The poster displayed is a “final rendering” of the overall design. Some modifications can be made to details, but the overall design is in place.

Mr. Turner (Census Bureau) reviewed the Census Bureau’s plans for tabulating the race data for redistricting purposes. The Census Bureau has been working with the Committee and the Department of Justice (DOJ) on tabulations. Until December 1998, the DOJ’s position was that its needs, and the need for redistricting data (for states and areas falling under section 5 of the Voting Rights Act) would be satisfied if the Census Bureau provided two sets of tabulations—people reporting one race should be tabulated as single race, and a maximum count, called “all inclusive” for those people who mark a given race in combination with some other race. The Census Bureau made available its redistricting data prototype in April 1999, and continued its discussions with the DOJ. Three weeks ago the DOJ informed the Census Bureau that the tabulation format was no longer acceptable, and the Census Bureau is now looking at other ways to tabulate the race data. The agency will have to reach a decision on this matter by the end of August in order to develop the programming needed to produce the necessary tabulations by April 1, 2001.

Mr. Turner noted that the DOJ had felt all along that the “all-inclusion” rate distribution would allow those people who wanted a maximum count for any race group to obtain such a count. The Census Bureau has already had one conference call on this issue with members of the Race and Ethnic Advisory Committee, and plans to have another in early-to-mid-

August. The agency also will be consulting with the Census 2000 Advisory Committee, and with all 50 state governments.

In response to a question by Dr. Snipp, Mr. Turner said the “all-inclusive” approach will use only 37 race categories. The original proposal in 1997 called for 63 race combinations. If the Census Bureau is allowed to go back to that design, it will have about all the flexibility any user could want. Part of the reason that idea was dropped involved concerns about confidentiality, but the agency believes that, by using statistical “swapping,” which would not affect the data distributions, the individual data could be masked. The Census Bureau hopes to have the final answer for this by the end of August, and will keep the Committee informed of developments. If members have any thoughts about this, he urged them to contact him by e-mail at mturner@census.gov, or by telephone at (301) 457-4039.

In reply to a question by Dr. Jojola, Mr. Turner said that the discussions going on now are concerned only with the overall count of American Indians, and have not addressed the breakdown of data by tribes within the total American Indian and Alaska Native population. The Census Bureau is not actually required to provide race data for the redistricting data, although it always has done so; to go beyond total race counts would require more time than is available before the April 1 deadline for these data.

Responding to a further question by Dr. Jojola, Mr. Turner said that he will provide members with copies of the listing of the 37 racial combinations that were being considered for the redistricting data until a few weeks ago.

In response to a question by Mr. Rodgers, Mr. Turner said the Census Bureau will provide the redistricting data at the census block level (all 7 million in the United States); states refer to the smallest geographic areas as “election precincts.” When Congress passed the redistricting law in 1975, it required the Census Bureau to allow state legislatures—well before the census (e.g., 1995 for Census 2000) to provide the agency with maps showing election precincts so the Census Bureau could produce its maps so that its blocks will fit into the precincts. To this date, only California has not provided these maps. The Census Bureau’s blocks were drawn within the last year.

Ms. Ahhaitty noted that she has been told that the Census Bureau’s plans for editing would correct a problem—the classification of American Indians with Hispanic surnames as Hispanics—for the American Indian population. A second issue involves the fact that the answer to the race question does not involve only race data for American Indians, but political identities as well. The multi race issue has nothing to do with whether the individual answering the item is enrolled or not with a tribe. A possible solution would be to allow American Indian identity to take precedent over Hispanic-origin or race, in the same manner that Hispanic-origin currently takes precedent over race.

Dr. Jojola asked that the Committee revisit the American Indian advertising poster, and Dr. Bennett’s discussion of the Census Bureau’s tabulation plans for the multiracial data.

Ms. Ahhaitty added that the Committee also needs to consider a motion on the urgency of renewing the Committee’s charter, and the extension of the tribal liaison position at the Census Bureau, so that there is continuity in the presence and influence of American Indians at the agency during the period 2000-2010. Mr. Nygaard commented that Dr. Prewitt (Census Bureau) had already spoken about the renewal of the charters for the Committees.

Ms. Waldrop (Census Bureau) said the statement for credit of the poster had been covered in earlier discussions. The basic designs of the posters has been settled and approved by the Department of Commerce, and the Census Bureau plans to send the posters to print soon (700,000 will be printed). She noted that some questions have been raised about the overall design of the American Indian poster.

Dr. Jojola said the main reservations he has about the current version of the American Indian and Alaska Native poster is that it seems very flat and two-dimensional, and the color does not match that of the original sculpture used as the main image. The poster he had seen at the National Museum of Graphic Art had a shellac finish, which gave it much more depth than the flat finish on the poster, and the colors were more earth tones, rather than the almost monochrome gray shown here. He urged the Census Bureau to add a shellac coating to the main image to add depth to the poster and to correct the color treatment.

Mr. Zunigha agreed that a gloss on the main image would improve the impact of the poster. The current background is a flat black, and he would have preferred a brighter color. Ms. Waldrop (Census Bureau) said whatever the Committee

wants, however, it needs to make its decision quickly, so that the posters can be printed and distributed for the census promotion activities.

Replying to a question by Mr. Zunigha, Ms. Waldrop said there will be other American Indian posters in the census promotion campaign; this particular one is one of the “building awareness” posters.

In response to a question by Mr. Rodgers, Ms. Waldrop said the actual dimensions of the production poster will be 22 x 38 inches. All of the posters targeted to specific ethnic groups will have the same dimensions.

Mr. Rodgers commented that he never saw the original sculpture used for the image, and the difference in the color did not seem critical to him. He liked the poster as it is, although the large white box with text, while it had to be inserted, broke up the design. He added that adding a glossy finish might also cause problems. Dr. Jojola said the gloss would be added only to the main image to make it stand out from the flat black background.

Ms. Waldrop said she will see what can be done about adding a shellac finish to the poster image. She suspected the color on the image was a product of the color of the stone in the original sculpture. The main problem is what to do about the background color; it would be helpful for the Committee to take a vote on that matter.

Replying to a question by Ms. Waldrop, Dr. Snipp said his own preference is to do whatever will most expedite production of the poster. The Census Bureau has to move ahead and get these materials out into the field.

Mr. Richardson moved the Committee recommend that the poster be adopted with some enhancement of the image—the shellac finish if possible—with the matte black background. The motion was seconded and approved unanimously.

In response to a question by Mr. Nygaard, Ms. Chattin-Reynolds (Census Bureau) said the Census Bureau is currently hiring partnership specialists. The individual regional offices actually are responsible for hiring as many specialists to work with the tribal governments as they can, and six to eight new ones have been brought on board since March.

Ms. Ahhaitty commented that the single partnership specialist position in the Southern California region is now vacant; once the new person is hired, he or she will have to develop a plan to reach out to the massive urban population in that area. She wondered whether the Census Bureau planned to hire an additional tribal representative for the Los Angeles area as well. Ms. Chattin-Reynolds said the Census Bureau is looking into resolving the problem of tribal representation in the Southern California region. She added that she will get copies of the partnership specialist list to the Committee members.

Dr. Snipp said he wanted to underscore the need for continuing the tribal liaison office, not just to prepare for the 2010 census, but to work on the American Community Survey (ACS) when it comes on line. Mr. Nygaard asked Ms. Ahhaitty to draft a formal recommendation on this subject.

Responding to a question by Mr. Nygaard on the status of the creative review of the advertising program, Ms. Oliphant (Census Bureau) said that Grey & Grey have just completed shooting for the two print ads and shooting for the commercial ads is beginning. Rough-cut reviews of the ads will be done by August 12, and the results of that review will determine how the Census Bureau will proceed from there. Ms. Stiffarm (Census Bureau) wondered if members of the Committee needed to take part in the August 12 review. Ms. McKenney (Census Bureau) said that her office is responsible for contacting those who took part in the May 3 review meeting and for making arrangements for participating in the August 12 review. Ms. Stiffarm added that the members who took part in the May review should let her know as soon as possible whether they would be able to take part in the August 12 review.

Turning to the question of Census Bureau participation in local conferences and events, Ms. Stiffarm (Census Bureau) asked members to provide her with lists of local conferences, meetings, or other events that the Census Bureau might attend. Mr. Zunigha said he would forward a list to Ms. Stiffarm, and pointed out that the periodical *Indian Country Today* lists many of these activities and would be a good source for additional information on these meetings.

Mr. Nygaard briefed members on his meeting with Dr. Prewitt. He said the Director indicated that the Census Bureau will ask for a renewal of the Committee’s charter, and the agency will request that the wording be altered to enable the Committee to quickly replace members who are unable or unwilling to attend meetings regularly. He noted that the terms

of several members expire in November 1999, and the Committee needs to plan what should be done to meet that situation.

Ms. McKenney commented that the Census Bureau plans to consult the Committee Chairperson regarding members who are not participating in the meetings, and the criteria for new appointments to the Committee. The Census Bureau assumes, unless it is informed otherwise, that members whose terms are expiring are willing to be reappointed. Members who do not wish to be reappointed, or who want to resign, should send a letter saying so to Ms. McKenney's office.

Replying to a question by Mr. Nygaard, Ms. McKenney said the Committee's charter expires in February 2000. The Census Bureau hopes to get the renewal authorization through this fall.

In response to a question by Dr. Snipp, Ms. McKenney said the new charter will extend the Committee's mandate to consider issues relating to both the 2010 census and the ACS, as well as the Survey of Minority-Owned Business Enterprises. She noted that the charter is only for 2 years, so that it will have to be renewed again in 2002.

In reply to a question by Mr. Nygaard, Ms. McKenney said the next meeting of the Committee will be in Alexandria, VA, in November 1999. A half-day session for this Committee will be held on November 3, with all four Committees meeting on November 4 and 5.

Dr. Bennett (Census Bureau) briefly reviewed the Census Bureau's plans for tabulating the racial data from the Census 2000 questionnaires. She noted that the information she was reporting reflected what was done in the dress rehearsal.

The Census 2000 tabulation plan will produce considerably more statistics than did the 1990 census. The format of the data products will change, with much more of the information available electronically on the American FactFinder (AFF), while less will be in printed reports. She said her review will cover four major data products that were proposed for the dress rehearsal. For the Public Law (P.L.) 94-171 data (the redistricting data), the Census Bureau tabulated racial information on 20 categories, cross-tabulated by Hispanic origin, for all persons over 18 years of age, down to the block level. There are no data on American Indian tribes in the P.L. 94-171 tabulations. Referring to the background paper, Ms. Bennett said the Census Bureau proposes to show the seven "one race" tabulation categories (White, Black, American Indian and Alaska Native, Asian, Native Hawaiian and other Pacific Islander, Some Other Race) and the "two or more races" categories. In addition, there also will be information at the block level on the Asian and Pacific Islander categories that appeared on the questionnaire. The Census Bureau also is proposing to publish information on the 36 largest tribes down to the census tract level (so long as the release does not violate confidentiality).

Table 3 in the background document illustrates what the Census Bureau is proposing to show from the 100-percent summary file. Again, there will be seven single-race files, and, based on discussions earlier in the meeting, the all-inclusive concept will be discarded. The Census Bureau initially believed it would be possible to present information on the count and characteristics for persons reporting multiple race—e.g., American Indian and something else—down to the census tract level. Because of the massive amount of data available on race, the Census Bureau is considering allowing users to select (from summary tape files 3 and 4) a race group, and extract the characteristics for that race group for places of 10,000 population or more, and for counties. This plan is being discussed, and the Census Bureau is trying to expand the number of American Indian and Alaska Native tribes for which data will be available through the American FactFinder from 36 to something over 100.

Table 5 in the background document is called the "push" table and is a new data product for Census 2000. The Census Bureau has put together 67 tables that would enable users to obtain information on the seven racial tabulation categories down to the county level.

With respect to the microdata files, Dr. Bennett said the Census Bureau is looking at a 5-percent sample as was done in 1990. The issue that has to be decided for this file is how many of the racial combinations will be available in the microdata file. She said the agency is certain that the single-race categories will appear in all data products; the question of what to do with the "all-inclusive" categories remains to be settled.

In response to a question by Mr. Nygaard, Dr. Bennett said that the four Committees have seen the presentation on the proposed race tabulations and each Committee will decide what, if any, recommendations it feels are necessary.

Mr. Nygaard said the chairpersons of the other three Committees have contacted him and there is a view that all four Committees should try to develop a unified recommendation on this question.

Mr. Zunigha commended the Census Bureau on the presentation, but added that he was somewhat overwhelmed by the volume of information. He noted that he has already asked how a person reporting both Indian and White racial background would be counted, and the Census Bureau has indicated that it is not yet certain. That being the case, he will report his race only as Indian only, and will have to recommend that other members of his tribe do the same. However, there are a lot of people out there of mixed background who will feel more White (for example) than Indian, and may report themselves so. Politically, American Indians have an interest in getting as many Indians of both single and mixed race to report themselves as Indians.

Dr. Jojola suggested that, in the interests of clarifying everyone's ideas and information about the race classifications for the census, the Committee devote a significant part of the next half-day meeting to this subject. The Committee needs to inform itself on these matters. Mr. Richardson agreed, pointing out that this is a particularly critical issue for American Indians. He added that it would be helpful to see some tabulation projections based on the suggested population breakouts.

Dr. Bennett said it would be possible for the Census Bureau to do some projections of that type based on the dress rehearsal results and distribute them by the next meeting.

Mr. Richardson commented that there was a 12.2 percent undercount of the Indian population in the 1990 census, and his fear is that some of the tabulation methods suggested may contribute to making that undercount even larger for Census 2000. That is the last thing the American Indian population needs.

Dr. Bennett distributed the list of Indian tribes used in the 1990 census, and said that members could compare the list with the one for Census 2000 to see how it has been expanded.

Responding to a question by Ms. Ahhaitty, Mr. Raines (Census Bureau) said the Census Bureau has been considering continuing the tribal liaison program beyond Census 2000, but has not yet established the program as a permanent one. The Committee has made the need for this program very clear, but he suggested that it would be worthwhile for the members to put their view into a formal recommendation.

Mr. Nygaard asked the members to read their draft recommendations to the Committee for discussion.

Mr. Richardson proposed five recommendations that—(1) the Alaska state tribal liaison contact all of the Alaska Native corporations to inform them about Census 2000 to assure that the populations served by those corporations are covered and tabulated by the census, (2) the Census Bureau should expand its efforts to recruit AIAN persons for employment at the agency, and that efforts be made to place American Indians in supervisory and management positions, (3) the race code list be reviewed, that American Indian tribes not recognized be added to the list, and that the correct tribal names be used in the official race code listings, (4) the race code list be sent to the major American Indian associations and tribal leaders and urge them to establish a standard list of names for Federal and state recognized tribes, and (5) the State Designated Indian Statistical Area program be fully implemented since further delays in finalizing the program may result in a worsening of the undercount for American Indians not living on reservations.

In discussion, Mr. Richardson said that, with regard to his first recommendation, there was some talk that there were issues between the Alaska corporations and the tribes, and that the Census Bureau should not be caught in the middle. Nevertheless, Ms. Worl had earlier expressed the need to address the problem of coverage of Alaska Native people and, with that in mind, as well as the need to keep clear of the local issues between tribes and corporations, Mr. Richardson had drafted this language. Mr. Zunigha commented that the nomenclature used with regard to the Alaska Native corporations should be clarified as "Alaska Native Regional Corporations."

Ms. Ahhaitty commented that, with respect to the recruiting recommendation, part of the question is the recognition of employees as American Indians. Most Federal agencies require documentation of status as an American Indian. Mr. Nygaard pointed out that the Committee cannot require a change in the law about Indian identification.

Mr. Richardson said it would be good to get some attention to the issue of employment of American Indians at the Census Bureau; 74 percent of Indians who work at the Census Bureau are in grades 1-6, which means they are not in policy-making positions. The Census Bureau receives some input on American Indian issues from this Committee, but there are

not many employees within the agency in positions to followup on any recommendations or suggestions made. He did not believe this would be acceptable for any other racial groups. He wanted to keep this issue “out front” for the Census Bureau. Mr. Richardson pointed out that the Committee has a standing recommendation that the Census Bureau collaborate with other Federal agencies and American Indian tribes under the Department of Labor’s Workforce Development Program to bring in trainees who start working for the agency at the local level.

With respect to the race coding, Dr. Jojola pointed out that the end date for changes to the list was June 30, so this point seems to be moot. Dr. Bennett (Census Bureau) said that, because of the concerns expressed yesterday the date for finalizing the list had been extended to August 13. The Census Bureau has received some 125 proposed changes and it will incorporate them as quickly as possible and send the list back to the tribal liaisons so that they can get in touch with the tribes for additional review. Mr. Richardson commented that if there are any obvious omissions to the list they need to be corrected now. Ms. Ahhaitty suggested that if the expansion and additional review is already underway there is no need for a recommendation on the subject.

Ms. Stiffarm (Census Bureau) commented that the Census Bureau’s proposed notice in the *Federal Register* and the period for comment following that publication concerns the Tribal Jurisdictional Statistical Area. Ms. Stiffarm said she will confirm whether it also may address the state designated areas.

Dr. Jojola read four proposed recommendations that—(1) suggested language for the statement of credit to be added to the AIAN advertising poster, (2) the Census Bureau’s Geography Division work with the tribes and data users to develop schematic maps on the American Indian and Alaska Native Populations, (3) the Geography Division work with the tribes to develop curricula to explain census geography products used for community development, and (4) the policy on the use of degrading Indian mascots be mitigated by the omission of offending names, symbols, and logos by the use, where necessary, of general references (e.g., the “Washington Redskins” would be referred to as the “Washington professional football team”).

In discussion, Mr. Zunigha asked what mechanism was available to have the Indian tribes work with the Geography Division on maps? He noted that the technical capabilities of the tribes will vary. Mr. Nygaard pointed out that the Census Bureau does have user conferences with the tribes, which may help on this matter. Dr. Jojola said he has had some preliminary discussions with the Geography Division’s staff about a possible academic collaboration on this as well.

In response to a question by Mr. Richardson, Dr. Jojola said that his recommendation was addressed at the presentation on the Census Bureau’s policy on nicknames and mascots discussed earlier in the meeting. His assumption is that this policy would apply to contractors working for the Census Bureau as well as to the Census Bureau itself.

Mr. Rodgers read three proposed recommendations that—(1) the Census Bureau create camera-ready images of the logo for use in locally generated educational and promotional material, (2) the Census Bureau explore plans for the development of an AIAN statistical atlas that would include all the relevant geographic areas and statistical files accessible in electronic format and on CD-ROM, and (3) the Committee amend its recommendation No. 5 from its March 1999 meeting (regarding the use of the Internet use of the AIAN awareness poster) to recommend that the Census 2000 Indian logo be used as a “hot” button, with the poster, and others, placed in a sub-menu.

In response to a question by Ms. Ahhaitty, Mr. Rodgers said when he drafted his recommendation regarding the Internet page, he assumed that the Census Bureau would be going ahead with the American Indian Internet page on the Census Bureau website. The reason he suggested the change with regard to the poster was the problem with downloading the poster from the Internet.

Dr. Snipp offered a recommendation that the Census Bureau thoroughly document the correction factors it will be using to adjust the counts for American Indians and Alaska Natives—particularly those applied to urban Indian populations—and that these factors be made explicit in all census products and wherever these data appear.

Ms. Ahhaitty read a recommendation that the tribal liaison officer and tribal partnership specialists or equivalent positions be continued through the next decade.

In discussion, Ms. Ahhaitty said the real intent of her recommendation was that the tribal liaison officer and the partnership organization be made permanent.

In response to a question by Mr. Richardson, Ms. Carney (Census Bureau) said the Committee will have a half-day meeting on November 3, 1999, and all four Committees will meet on November 4 and 5, 1999. Mr. Richardson suggested that the Committee is winding up its work on Census 2000 and should consider preparing a report on the work it has done to reduce the undercount of the AIAN population. The report could be distributed to tribal governments, Indian community associations and groups, and tribal leaders to show what was done. It also should suggest what might be done. Ms. Ahhaitty supported the idea, and she added that it will be important to point out that some issues still have not been resolved nor were all the Committee's recommendations implemented.

Dr. Jojola moved the Committee accept the draft recommendations as modified from discussion. The motion was approved unanimously. (For the Committee's official recommendations and the Census Bureau's official responses, see Appendix A.)

Committee Concurrent Session (API)

Mr. Ong distributed a series of maps of parts of Hawaii to Committee members and pointed out that Hawaiian Homeland boundaries do not coincide with those of census tracts. He pointed out that Homelands are often split between census tracts. The Census Bureau has indicated it will review the boundary question but did not promise to reconcile those boundaries. He noted that a single census tract can contain both wealthy and poor areas. He suggested the Census Bureau make an effort to make Homeland boundaries coincide with those of census tracts. Mr. Thompson (Census Bureau) replied that once the boundaries of Hawaiian Homelands are incorporated into the Topologically Integrated Geographic Encoding and Referencing (TIGER) System, tabulations can be produced for the number of people inside a particular Homeland. Census tracts are locally defined. Because there are so many different geographic entities in the United States, tract boundaries can not be made consistent with all other boundaries. However, the Census Bureau defines census blocks so that they do not cross any boundaries. As a result, data from census blocks can be aggregated into any of the geographic entities defined in the TIGER System. This clarification seemed to resolve Mr. Ong's concern; he dropped his request to align Homeland boundaries with those of tracts.

Mr. Nishimoto thought the Census Bureau's response to the Committee's second recommendation from the March 16-17, 1999, meeting (encouraging the Census Bureau to provide funding for community-based organizations) discussed an increase in the number of partnership specialists and in-kind support for community-based organizations but did not address the issue of funding. The Census Bureau also mentioned its efforts to encourage private companies to support nongovernmental and community-based organizations. He mentioned Representative Miller's (R-FL) offer to provide funding for community-based organizational census promotion in the Census Bureau's supplemental appropriation for fiscal year (FY) 1999. He suggested the agency might be able to leave the distribution of such funds to a nonprofit foundation.

He pointed out that because the agency has been ordered to conduct a traditional count for reapportionment purposes, it will need community-based organizations to do local outreach and promotion. Ms. August (Census Bureau) replied that some of the Census Bureau's supplemental funding for FY 1999 was earmarked for increasing the number of partnership specialists. While monies for other promotional purposes, such as community-based organizations, was discussed, none has yet materialized. Mr. Thompson stated that the Census Bureau had asked specifically for more money for its partnership program, but had not requested funds for direct support for community-based organizations. He added that some members of Congress proposed legislation to identify money for community-based organizations. The Census Bureau would be pleased with, and would certainly not oppose, such legislation. If this type of funding were to become available, he thought some other organization ought to administer it. Ms. Hong wondered which organizations the Census Bureau had in mind for the distribution and monitoring functions. She noted that partnership specialists are crucial for setting up community-based organizations to promote Census 2000. However, once an organization is established, it will need funding to stay in business.

Mr. Esclamado asked if the Committee might become involved in distributing funds to community-based organizations or in advising the Census Bureau about distribution. Ms. Chin felt the Committee should not play such a role, although members could make recommendations about how funds could be spent.

Ms. August (Census Bureau) stated that the Census Bureau has a contract with Sykes Communications to establish partnerships with Fortune 500 corporations. She asked Committee members to identify a special event in the Asian Pacific Islander community that a large company might be willing to sponsor. Mr. Helenihi thought there were a number

of events that could be sponsored but wondered how much support the business community would offer. Ms. August said the event should be national in scope and that Committee members might want to consult with one another and with others before making recommendations. She added that Sykes Communications will be approaching 200 companies to solicit support for census-related activities. She asked the Committee to appoint one of its members to assist in the outreach campaign to Fortune 500 companies, and the Committee agreed.

In response to a question by Dr. Chu, Ms. August (Census Bureau) said that each regional director had limited funds available for census promotion. She suggested that Committee members contact the Census Bureau's regional offices to discuss the kind of projects or materials that might be supported with these funds.

Concerning the Census Bureau's response to the Committee's third recommendation (on recruiting and hiring members of the Asian Pacific Islander community), Dr. Agrawal said he appreciated the Census Bureau's commitment to hiring a more diverse workforce. Since no Asian Indians have been hired thus far, he would like the Census Bureau to hire at least one and to devote more effort to hiring members of the Asian and Pacific Islander community more generally. Ms. August replied that the regions are in the midst of a vigorous hiring campaign. By the end of July 1999, the Census Bureau will have hired 642 partnership staff, including partnership specialists and support personnel. As of July 13, the Census Bureau had hired 399 partnership specialists. Asians and Pacific Islanders make up 7.0 percent of those specialists, or 28 people. The deadline for hiring partnership staff is the end of this month.

In response to a question from Mr. Helenihi, Ms. August (Census Bureau) said the Census Bureau tries to identify promising Asian and Pacific Islander partnership specialists by working through community leaders, sending vacancy announcements to community-based organizations and to Committee members, giving out job announcements at national and regional API meetings, and posting vacancy announcements on the Census Bureau's Web site. Dr. Agrawal stated that he had given recommendations to a regional director's office but that nothing happened. Few of those recommended have been hired. Ms. Chin mentioned that in several cases, the individuals recommended do not meet some of the qualifications, and they never get to the interview stage. She wondered if partnership specialists could conduct some of these interviews and assist those who are qualified in filling out the Federal job application. It appears that some applicants are not describing their extensive community experience in ways that are appropriate for the Census Bureau's personnel staff. Ms. Chu said she had also experienced frustration with the Census Bureau's hiring process. She had seen many census recruiting advertisements and was not disappointed in this part of the outreach effort. However, she had recommended someone as a partnership specialist, and the Census Bureau responded that the individual was not qualified because he was an elected official. He was a retiree and a member of the local school board. The Census Bureau's position, that it will not hire elected officials because of the possibility of a conflict of interest, should not apply to school board members. Ms. August said she would check on this situation and respond to Ms. Chu. Mr. Helenihi said he wanted to see the qualifications for some of these census jobs. Ms. Suafo'i said that for the entire San Francisco Bay area, with one of the largest Pacific Islander populations in California, the Census Bureau had not hired one Pacific Islander partnership specialist until after she called to complain. Ms. August suggested that the Committee might want to talk with one of the Census Bureau's recruiting specialists; Committee members agreed with her suggestion.

Mr. Turner (Census Bureau) said that since 1995, the Redistricting Office has been working with the Census Bureau's Advisory Committees on Race and Ethnicity, the Secretary's 2000 Census Advisory Committee, the National Conference of State Legislatures, the 50 state governments, and the Department of Justice on the redistricting that will take place following Census 2000. In the fall of 1997, the Office of Management and Budget (OMB) changed the manner in which racial information would be collected and reported in Federal surveys and censuses. The most important part of the change allows respondents to report more than one race on their census and survey forms. Over the past 2 years, the Census Bureau has worked with these groups to determine how these data should be tabulated. The Census Bureau decided to tabulate the data in two ways—

- Single-race tabulations—all major, individual race categories, plus an added category for all respondents who answered the race question by reporting at least two races. For any given area, these tabulations will add to 100 percent.
- All-inclusive tabulations—includes respondents who marked two or more races in all the racial categories indicated, and sums to more than 100 percent.

Following the dress rehearsal, the Department of Justice and the OMB reviewed the redistricting data and, after some discussions with the Census Bureau, seem to have decided these two types of tabulations did not provide all the information the redistricting entities needed. The Census Bureau is reviewing alternatives to determine what can be done to accommodate this change of plans. In response to a question by Dr. Agrawal, Mr. Turner said the Department of Justice thought it might be possible to allocate individuals who marked more than one race back to a single race category system like that used in 1990. The Census Bureau has technical and statistical problems with the allocation procedure and is trying to find a defensible way to accommodate the needs of the Department of Justice. Ms. Hone (Department of Commerce) said that the reason the Department of Justice gave for this change was the need to enforce sections 2 and 5 of the 1965 Voting Rights Act. The states have to receive enough detailed information to be able to draw boundaries. The Department of Justice is concerned about the possible effect of dilution on minority voters in some election districts.

Mr. Turner pointed out that a decision on this issue should be made by the end of the summer. Otherwise the computer programmers may not have enough time to write and test the programs (about 40,000 lines of code) that will be used to tabulate the tables that must be given to state governments by April 1, 2000. A number of stakeholder groups and between 40 and 50 states have already written software based on the earlier tabulation system. In response to a question by Mr. Ong, Mr. Turner said that there will not be enough time to process the basic data files for the United States twice and meet the April 1 deadline.

In response to a question from Ms. Hong, Mr. Turner said that the Census Bureau has statistical concerns about allocation procedures and emphasized that earlier discussions of allocation did not intend for the procedure to be used on redistricting data. The Census Bureau will be working on this problem this summer. Once the Census Bureau determines which way to proceed on this issue, Committee members will be informed.

Asian Subcommittee. Mr. Rolark (Census Bureau) updated the Census Advisory Committee on the Asian and Pacific Islander (API) Population on the Census Information Center Program and the first annual conference of Census Information Centers held in Jacksonville, FL, in June 1999. The conference was jointly sponsored by the Census Bureau and the Jacksonville Urban League. The Census Information Center Program and was designed to be a vehicle for data dissemination to the Centers' race and ethnic communities. In November 1998, the program was reengineered to include other census and survey programs besides those of the decennial census. The Census Information Centers usually are operated by organizations representing different race and ethnic groups at the neighborhood level. The Census Bureau plans to expand its Census Information Center Program to include other types of centers besides those now based on a lead center with affiliates.

Mr. Suh of the Asian and Pacific Islander Health Forum, Inc. said his organization had been a Census Information Center since 1992. This center receives its census data products and services from the Census Bureau free of charge, however, it must still pay for its own operational costs and related expenses. Ideally, the center would dispense the data at no charge to its users, but there must be a fee for these products and services if the center is to meet its financial obligations. Since the less the center charges its customers, the larger its customer base will be, it constantly is seeking other funding sources. For this reason, it is important that all four Committees recommend that the Census Bureau increase funding for the Census Information Center Program and for the individual Census Information Centers. Also, it is important that the Census Information Centers, and their customers, be given access to the third tier data which will be available on the Internet from Census 2000.

Dr. Agrawal said his attendance at the first annual Census Information Center conference in June had given him a greater understanding and appreciation of what the centers do and how important they are to the race and ethnic groups at the community level. Some of the centers are better funded than others and can provide their users free access to the data, while other centers can not. So, it is important that the Census Bureau take Mr. Suh's suggestion into account and provide more funding and resources to the centers. The API Committee should include aid to these centers among its recommendations.

Mr. Ong said the Census Information Centers need to make training a high priority so that users unfamiliar with the Internet can have better access to Census 2000 data. Mr. Suh added that there is a growing gap between the data "haves" and "have nots," which the centers can serve to address. Mr. Nishimoto added that the Census Bureau needs to make more products aimed at specific race and ethnic groups at the national, state, and local levels. These products could then be used as models for the centers to produce their own versions at the community and neighborhood level.

In response to a question by Ms. Chin, Ms. Briggs (Census Bureau) said the Census Bureau would be willing to consider any suggestions made by the four Committees regarding the wording in the foreign-language questionnaires for Census 2000. These suggestions, however, should be submitted as soon as possible since the print files for the questionnaires must go to the contractor by the end of the month. Any changes, at this point, should be minor and only pertain to the instructions, not the individual questionnaire items. Ms. Angueira (Census Bureau) added that the questionnaire instructions are being modified to encourage respondents to complete the English versions if they can, so that only those who cannot understand how to fill out the questionnaire in English will ask for the foreign-language versions.

Ms. Le and Dr. Chu suggested that the Census Bureau ask its language-translation contractors prepare glossaries of census terminology that community-based organizations could use when writing their own guidelines and materials to assist people filling out the questionnaires.

In response to questions by Dr. Chu, Mr. Ong, and Ms. Le, Ms. Angueira said the toll-free numbers for language assistance are on the questionnaires, but are not being widely advertised on the questionnaire instructions or the advance letter because of the telephone industry's capacity to respond to these requests. The Census Bureau has the resources available to pay for the telephone services, but the telephone industry does not have the capacity to meet the demand for the 2-3 week period that the phones will be in service. Ms. Briggs (Census Bureau) added that this 2-3 week period will occur at the same time that the Internal Revenue Service is contracting for telephone service to handle calls from taxpayers in April 2000.

Ms. Waldrop (Census Bureau) asked the API Committee for its input regarding the statement of credit appearing on the bottom of the posters being developed for Census 2000. The statement reads, "This poster is one of a series of fine-art posters developed for Census 2000 with the help of the Census Bureau's Advisory Committees on the Race and Ethnic Populations and the Smithsonian's National Museum of American Art. The poster celebrates diversity in America by featuring artwork from some of this century's finest American artists representing diverse racial and ethnic backgrounds." The Committee accepted the statement in its current form, and after some discussion asked that the tagline for the front of the poster say, "Generations are counting on you."

Native Hawaiian and Other Pacific Islander Subcommittee. Mr. Helenihi nominated Ms. Apoliona as chairperson of the subcommittee. The nomination was seconded, and Ms. Apoliona was elected unanimously.

Ms. Suafa'i noted that there had been a meeting on the creative elements of the Census 2000 advertising campaign in May 1999, but that no one from this Subcommittee had been able to attend. Pacific Islanders on the mainland will be targeted with the "Diverse America" campaign. There will be no targeted campaign for Pacific Islanders living on the mainland. She felt that some of the images in the "Diverse America" program had to include Pacific Islanders. She did attend Young & Rubicam's (Y&R's) creative review for the targeted campaign on the islands.

Ms. Apoliona mentioned that she had attended a Y&R focus group.

Ms. Suafa'i pointed out that the advertising agency that will be handling the Asian population (Kang and Lee) was experienced with Asian campaigns but was not equipped to handle Pacific Islanders. Y&R will probably handle the Pacific Islanders, but that firm is not experienced with Pacific Islanders either.

Ms. Apoliona expressed concern about the approach being taken toward advertising to Pacific Islanders living on the mainland. Ms. Marks (Census Bureau) pointed out that none of the images the Subcommittee members had seen will be used in the actual ads. The people in the material seen so far were there for placement only. Three "Diverse America" ads were filmed recently in southern California. Y&R was given instructions to include diverse populations in their work; editing is continuing and the rough cuts are not ready yet. Print ads do not show faces. In Hawaii, ads will be tailored toward Hawaiian audiences.

Ms. Apoliona reminded Ms. Marks that confidentiality was an important theme for Pacific Islanders and should be addressed in the advertising. Ms. Marks said that advertising would mention confidentiality, but not in detail. Confidentiality will appear in television advertising, but only if the research indicates that audiences respond to it. Mr. Helenihi suggested that confidentiality could be a theme in census posters. Ms. Marks said the Census Bureau planned to develop a poster on confidentiality and distribute copies through the regional offices to the local census offices.

In response to a question by Mr. Galeai, Ms. Marks said that Y&R's Puerto Rico office was handling the advertising for Puerto Rico and that Y&R's New York office was responsible for the creative content of the Island areas advertisements. Mr. Galeai said he would like to have a list of the messages, themes, and posters that have been developed for use in the Island areas. He suggested that a conference on Pacific Islander issues might be useful. Ms. Marks pointed out that in the Island Areas, local governments conduct the census under contract to the Census Bureau. Even on the islands, most of the advertising will be in English. She did not know if questionnaire assistance guides would be available in any of the Pacific Islander languages. In American Samoa, the Census Bureau is examining the feasibility of using Samoan for some of the advertising or providing scripts for disk jockeys to read in Samoan. Advertising for the Islands will be targeted for particular Island areas.

Mr. Helenihi wondered if any of the ads targeted at American Samoa or Guam will be made available to Pacific Islander communities on the mainland. Ms. Marks asked if this would be useful, given that the Island questionnaires will be different from those used on the mainland. Mr. Helenihi said it was important to have Island area faces on some of the posters. Ms. Marks replied that the Census Bureau could design and produce a poster during the motivational period. Mr. Helenihi urged the Census Bureau to focus on communicating the right message to the right people at the right time. Ms. Marks said that some of the research showed that some Pacific Islanders want to be part of the mainstream. Posters aimed at Pacific Islanders will use local themes and images. Some materials may be translated into Samoan.

In response to a question by Ms. Salas, Ms. Marks said that the ads used on Guam would be in English and that there would be some overlap between the Guamanian ads and those used in the Northern Mariana Islands.

Ms. Waldrop (Census Bureau) said that the Census Bureau was creating a series of posters for the Island areas. She asked for comments on a proposed statement to be printed on the poster. She added that she had a list of 32 potential posters. Mr. Helenihi asked for a copy of her list. In response to a question by Mr. Galeai, Ms. Waldrop said she thought she would be able to get permission to use most of the images she had identified. She said it was important to begin building census awareness now and hoped the posters could make a contribution.

Mr. Rolark (Census Bureau) summarized the background of the Census Information Center (CIC) program. He described a meeting held in Jacksonville, FL, in June 1999 that dealt with the current status and future directions of the CIC program. One of the main goals of the program is to make Census Bureau data more readily available to minority communities. He pointed out that the Census Bureau can not directly fund CICs but can provide substantial support in addition to the actual data. For example, he announced that he had asked for 300 to 400 of the laptop computers that will be used for the Accuracy and Coverage Evaluation survey during Census 2000. He hopes to be able to use these computers in the CIC program.

In response to a question by Mr. Galeai, Mr. Rolark explained that lead agencies in the CIC system had administrative responsibility for running the program at the national level and for recruiting affiliates with particular strengths (e.g., marketing, data analysis, mapping, etc.). The Census Bureau provides the lead agency with hard copies of all census publications. While the American FactFinder will reduce dependence on printed publications in the future, the need for organizations that can customize census information and can teach others how to use it will remain.

Mr. Suh (Asian & Pacific Islander American Health Forum) said that his organization was a CIC and that it received no funding from the Census Bureau. The Health Forum is attempting to develop a membership pool and to sell census information both to the Asian and Pacific Islander community and to the broader public. Census 2000 will produce few paper data products and will rely heavily on the Internet for data dissemination. A small proportion of the Asian and Pacific Islander community has access to the Internet. His organization will create paper products and make them available. He expected that his organization will work with other CICs and with the Asian and Pacific Islander community more generally. He pointed out that the Census Bureau does not intend to produce the "We the ... Americans" series of publications for Census 2000. He suggested the Asian and Pacific Islander Committee recommend to the Census Bureau that the Health Forum be hired to produce those pertaining for the Asian and Pacific Islander community. Mr. Rolark said the Census Bureau does plan to create the data tables that would go into the publication but at this time, has no plans to produce the publication itself. He pointed out that this series of booklets was very useful because it consolidated statistics from the population and housing census for particular population groups.

In response to a question by Mr. Helenihi, Mr. Suh said that the Health Forum wants to promote the census within the Asian and Pacific Islander community. Ms. Suafa'i added that Mr. Suh's organization does provide special services for this

community in the Los Angeles, CA, area. She suggested that the CICs and the race and ethnic committees should have a joint meeting.

Mr. Suh suggested the Census Bureau disaggregate Asians and Native Hawaiians and Other Pacific Islanders in its Census 2000 data products.

Mr. Marinucci (Census Bureau) reported that at a meeting with representatives of the Geography Division in February 1999, the Department of Hawaiian Homelands agreed to provide boundaries for Hawaiian Homelands to the Census Bureau by June 30, 1999. The Census Bureau received these boundaries yesterday and will insert them into the Topologically Integrated Geographic Encoding and Referencing (TIGER) System by the end of August. In response to a question by Ms. Apoliona, Mr. Marinucci stated that once the boundary information is incorporated into the TIGER System, data will be available for each Homeland and for Homelands by tract.

Ms. Apoliona asked if there was any trouble dealing with addresses within Hawaiian Homelands. Mr. Marinucci replied that he did not know of any, but that she might want to contact the relevant local census offices as the census approaches.

In response to a question by Ms. Suafa'i, Mr. Marinucci said that the next Census Bureau products that might interest this community were the TIGER Line 99 and verification products. Verification maps will be sent to Hawaiian officials for their review in early 2000. He added that maps of the Homelands might be available by the end of September 1999.

Mr. Helenihi talked briefly about "events" to promote the census and to encourage participation, and pointed out that a large one will take place soon in southern CA.

Ms. Apoliona raised two topics that will be discussed tomorrow—

- Adding two more Pacific Islander languages to the questionnaire assistance guides.
- Rechartering the Asian and Native Hawaiian and Other Pacific Islander advisory groups as separate Committees.

The Asian and Pacific Islander Committee developed 18¹ recommendations for Census Bureau consideration—

- Three recommendations dealt with the process and implications of implementing the Office of Management and Budget's decision to separate the Asian and Pacific Islander race category into two, separate groupings—Asians, and Native Hawaiians and Other Pacific Islanders.
- Two recommendations focused on efforts to incorporate Hawaiian Homelands into the Census Bureau's geographic and tabulation programs.
- Twelve recommendations covered aspects of Census 2000.
- One recommendation suggested a session to be held at the November 1999 meeting of the race and ethnic advisory committees on the tabulation and assignment process for race and Hispanic-origin data.

Committee members unanimously supported all five of the recommendations dealing with separating the Asian and Pacific Islander population (and the Census Advisory Committee that represents these populations) into two distinct groups—Asians, and Native Hawaiians and Other Pacific Islanders. These recommendations covered such issues as reporting data by race to the Committee (number 4) and renewing the charters of the Committee either as two Committees (number 13) or as a single Committee (number 12). Ms. Carney (Census Bureau) pointed out that the effort to

¹Following the meeting, the chairperson of the API Committee and the Census Bureau liaison reorganized the Committee's recommendations and consolidated several of them. The final number of recommendations was reduced to 18; the numbered recommendations noted in the text refer to the final, revised numbering. The Committee's official recommendations and the Census Bureau's official responses can be found in App. A.

recharter the Advisory Committees involved the risk that their number might be reduced. She emphasized that in the current policy atmosphere, obtaining clearance for a new committee will be very difficult.

Two recommendations asked the Census Bureau to incorporate Hawaiian Homelands' boundaries into the Topologically Integrated Geographic Encoding and Referencing (TIGER) System (number 3) and to tabulate and release Census 2000 data for each Homeland (number 2). Ms. Le suggested that recommendation number 2 should include a time line, and the other Committee members agreed. They recommended that the Census Bureau provide members with copies of census maps showing the Homelands no later than November 1999 (number 3).

Twelve recommendations covered aspects of Census 2000 planning and operations. Committee members strongly supported Ms. Hong's recommendation (number 1) that the Census Bureau fund community-based organizations' promotional efforts on behalf of Census 2000. Since the Census Bureau does not have the experience or staff to select grantees and administer grants, she recommended a re-grant process through local community trusts or other similar entities. Recommendation 18 encouraged the Census Bureau to add Marshallese, Fijian, and Cebuano to the list of languages in which assistance guides will be printed while recommendations 8 and 10 dealt with expanding and funding the Census Information Centers.

Recommendations 5 and 15 suggested changes to the advance letter that will alert people to the fact that their census questionnaires will be arriving shortly. Recommendation 9 requested greater involvement of Pacific Islander Committee members in reviewing rough-cut advertisements, while number 14 asked for greater coordination between an Asian and Pacific Islander advocacy organization and the Kang and Lee advertising firm in the creation and placement of targeted census advertisements in media markets.

Other recommendations covered an expansion in the number of data products detailing Asian and Pacific Islander populations (number 6), the creation of an Asian surname and a Native Hawaiian and Other Pacific Islander surname list (number 11), the development of an advertising campaign for the "Be Counted" forms (number 16), and a request for information on the evaluation process for applicants for Census 2000 positions (number 17).

Recommendation 7 asked for a presentation at the next race and ethnic advisory committee meeting in November 1999, on the data tabulation methodology to be used for Census 2000. This stemmed from a discussion of the constraints on the creation of the redistricting data file that must be given to state legislatures by April 1, 2001.

Mr. Thompson (Census Bureau) emphasized that there will be insufficient time to run the entire country data file through the data processing system more than once before the deadline for delivering the redistricting file to the states.

Ms. Schneider (Census Bureau) added that the Census Bureau will have to make a decision by the end of the summer on the tabulation procedures to be used to group respondents who report more than one race on their questionnaires.

Committee Concurrent Session (HISP)

Ms. Waldrop (Census Bureau) showed the Hispanic (HISP) Committee the Census 2000 poster designs for the stateside and Puerto Rico Hispanic populations. The first posters are currently at the printers and should arrive in the field within 30 days.

Ms. Waldrop asked if the poster should include a brief biography about the artist or text crediting the Hispanic Committee with the selection of the posters. Mr. Chavez said text on the poster could be added indicating that the HISP Advisory Committee approved the posters.

Ms. McKenney said there is some concern that people viewing the poster would not be aware that the artists are Hispanic. The addition of a biographical text identifying the artist as Hispanic may be useful.

Dr. Lucero suggested a line of text be included on the poster mentioning the awards the artists have won. It may be problematic to label the artists as Hispanic. They may identify themselves as "Latino."

Ms. Roman said the purpose of the poster is to focus attention on Census 2000 not to highlight the artists.

Dr. Garcia said that the Committee risks clouding the posters' message if too much text is included on the poster.

Ms. Roman asked why the Committee should feel obligated to include biographical information about the artists on the posters. Dr. Lucero said the inclusion of biographical text or a listing of some of their honors should be done out of respect. Ms. Marks (Census Bureau) said that although she understood the desire to honor the artists through additional text on the posters, the Committee should be aware that these artists will receive more exposure than most artists receive. In the museum world, most art prints are published in runs of 10,000 to 15,000. The Census Bureau plans to publish 700,000 of each poster.

Ms. Waldrop (Census Bureau) said the Census Bureau has discussed printing an informational brochure about each of the posters' artists.

The Committee voted to include on the Hispanic posters a brief line of text attributing the selection of each poster for the Hispanic populations to the HISP Advisory Committee.

After reviewing a Census Bureau employment chart provided to the members of the Committee, Mr. Chavez asked if the Census Bureau could provide the number of employees employed in each pay category. Ms. McKenney said that providing such detailed employment could violate employee confidentiality.

Mr. Chavez asked if the Census Bureau could provide employment figures showing the number of permanent and temporary employees in each pay category. Ms. McKenney said providing such data could be difficult. Many permanent employees are currently employed in temporary Census 2000 related positions. The employment figures she could provide may not differentiate between temporary and permanent employees currently working in temporary positions. She would contact the appropriate Census Bureau offices to determine what additional employment data could be provided to the Committee.

Dr. Lucero asked if the regional directors' positions were permanent or temporary. Ms. McKenney said these positions were permanent; however, the regional directors may have received a temporary pay increase for Census 2000.

Ms. Roman said the Census Bureau did not adequately respond to the Committee's recommendation that it hire a national-level, bi-lingual media specialist. The Census Bureau should have a bi-lingual employee devoted to Hispanic outreach and media concerns. This person's job should be similar to that of a national-level "community activist."

Ms. McKenney said the Census Bureau's Public Information Office recently hired a bi-lingual employee to handle requests from Hispanic media organizations. Ms. Roman said that if this person was hired as a result of the Committee's recommendation, he/she should have been introduced to the Committee.

Mr. Chavez noted that the responses to the Committee's recommendations were sometimes very precise and to the point; at other times, the responses were rather unclear and confused.

Ms. August (Census Bureau) provided the Hispanic Committee with the number of Hispanics employed at the Census Bureau's Field Offices. As of July 13, 1999, there were 16 Hispanics at the Dallas, TX, Regional Office; 14 at the Denver, CO, Regional Office; 22 at the Los Angeles, CA, Regional Office; and 7 at the New York, NY, Regional Office. Hispanic employment at these offices ranged from 26.9 percent to 55 percent of the total work force at these field offices. She cautioned that these numbers will be changing as new employees are hired in preparation for Census 2000. The regional offices expect to fill all their vacancies by the end of July 1999.

In response to a question by Ms. Roman, Ms. August (Census Bureau) said she would provide the Committee with the number of vacancies at each of the field offices. Ms. August had mailed the Committee members vacancy announcements in the past.

Ms. Roman said she was concerned that the number of Hispanic Partnership Specialists hired for the New York Regional Office would be overwhelmed by the size of the area for which they were responsible. Ms. August said Partnership Specialists from the New York Regional Office were responsible for New York City and parts of northern New Jersey. The Boston Regional Office is responsible for New York State and New England.

The Committee received an update on the various aspects of the Hispanic advertising campaign. This campaign will use posters, public service announcements, radio and television commercials, and other advertising organized at the local-

level by the Partnership Specialists. Young & Rubicam (Y&R) has tried to show Hispanic diversity in the printed, television, and radio advertising. At present, several television and radio commercials are in production. These commercials will not only highlight the diversity within the Hispanic community, they also will address important issues, like the importance of the census on the local level. Y&R has cautioned the Census Bureau not to try to include too many messages into the advertising campaign which could minimize the advertising campaign's effectiveness.

The advertising campaign will target those media that are popular in the local markets. For example, Spanish-language radio is most popular in many regions of the United States, including Los Angeles, CA. Spanish-language advertising for Census 2000 will be targeted at these markets.

In response to a question by Ms. Roman, Mr. Meyer (Census Bureau) said the Census Bureau will use scripts for public service announcements. These will be read by the local television or radio personalities or by other respected individuals within the community. The Partnership Specialists will be responsible for identifying local talent to incorporate into these public service announcements. The resources allocated for public service announcements will be limited.

In response a question by Ms. Roman, Mr. Meyer said Y&R was the only advertising contractor to submit a proposal excluding celebrity appearances in its advertising. Y&R was concerned that those celebrities who are "hot" at the time of production will no longer be as popular by the time the advertisement airs. Furthermore, defining a celebrity on a national-level can be very difficult. A celebrity in one community may not be recognized or appreciated on a national level.

In response to a question by Mr. Chavez, Ms. Briggs (Census Bureau) said the advance letter was tested during the Census 2000 Dress Rehearsal. However, during the dress rehearsal, recipients of this letter were not given the opportunity to request a questionnaire in another language.

In response to a question by Dr. Garcia, Ms. Briggs said the advance letter used in 2000 will not include a telephone number that could be used to request a questionnaire in another language.

Mr. Chavez asked if testing on the design or appearance of the initial letter's envelope had been conducted. Ms. Briggs said that following testing it was concluded that any additional text on the advance letter's envelope resembled "junk mail." The Census Bureau decided to make the advance letter appear as "official" and "clean" as possible. The envelope will be white with the official Department of Commerce seal.

Mr. Chavez asked how personnel will be hired for the Questionnaire Assistance Centers. Ms. August said the Partnership Specialists will be responsible for identifying candidates with the language skills in demand for the individual Questionnaire Assistance Centers. The Partnership Specialists should be aware of the language needs of the community.

Mr. Chavez said Puerto Rico should be included in decennial testing. Testing has not been done in Puerto Rico since 1979. Dr. Lucero said that since the Puerto Rico and stateside questionnaires are now identical, it is important to include Puerto Rico in decennial testing.

In response to a question by Mr. Chavez, Ms. Schneider (Census Bureau) said there was no change to the instructions for the Hispanic-origin question. Changes can not be made to the questionnaire at this stage of Census 2000 preparations.

In response to a question by Dr. Garcia, Ms. Schneider said a telephone number to request Spanish-language questionnaires could not be included in the advance letter because of the confines of the contract for the telephone questionnaire assistance centers. The contractor does not expect to receive these calls until after the questionnaire mailout and, therefore, has planned staffing needs accordingly.

Dr. Garcia said that the public service announcements should include information that would maximize use of the telephone questionnaire assistance centers. Census participants should receive information in advance about the availability of Spanish-language questionnaires.

Mr. Chavez said that because there have been some concerns about Census 2000, it may be appropriate for the Committee to formulate recommendations addressing the census in 2010.

Mr. Chavez asked if a recommendation should be included regarding changes to the instructions for the race question as it was tested during the Census 2000 Dress Rehearsal. Ms. Schneider said the spacing of questions and instructions for the Census 2000 questionnaire were final. These could not be changed. Dr. del Pinal added that the questionnaire for the American Community Survey (ACS) also has been finalized. The Census Bureau will not make changes to the ACS questionnaire so the results of the ACS and Census 2000 will be comparable. The earliest changes to questionnaire wording could be tested would be in 2003.

In response to a question by Dr. Garcia, Dr. del Pinal said the instructions on the census questionnaire tell respondents to answer both the race and the Hispanic-origin questions. As a result, during the dress rehearsal, there was a drop in the number of non-response to these questions by all race groups, except Hispanics.

Dr. del Pinal said once the data from Census 2000 is collected, the Census Bureau will look at how new immigrants to the United States responded to the race and Hispanic-origin question. New immigrants may not have an opportunity to become acclimated to how the Census Bureau collects data. He added that older Hispanics seem to be more comfortable selecting a race than younger Hispanics. The ACS may work as a constant reminder for Hispanics on how to respond to the race and Hispanic-origin question, lessening the need for the Census Bureau to reeducate the public every 10 years.

In response to a question by Ms. Roman, Dr. del Pinal said that if an item on the questionnaire is left blank, the Census Bureau will impute this data using information from households with similar characteristics. The Census Bureau will not perform follow up operations for questionnaires with just a few blank items. Dr. del Pinal said his research has shown that when an enumerator completes a questionnaire, there is a lower nonresponse rate.

Mr. Chavez said the Committee should recommend that the Census Bureau provide employment data that are as detailed as possible without breaching employee confidentiality. Ideally, these data would provide a breakdown of employees by pay-grade and indicate if these employees were temporary or permanent. Ms. McKenney (Census Bureau) said she may be able to provide data for employees in the GS-1 through GS-5 range, which is generally the support staff; GS-7 through GS-9, junior professional positions; GS-11 and GS-12, which are professional positions; and GS-13 and higher, which are the senior professional positions. Mr. Chavez said the Committee would favor any approach that delineates the higher pay levels.

Ms. McKenney said there are employees in temporary positions who will return to permanent positions. If a table were provided to the Committee showing temporary and permanent positions, permanent employees in temporary positions would be shown as temporary employees. It may be too difficult to determine from a chart who is temporary and who is permanent, but working in a temporary Census 2000 position.

Dr. Lucero said the Committee would likely be more interested in the permanent positions. There may be diversity in the temporary positions, but not in the permanent positions. Dr. Garcia said it may be less confusing if two charts were provided—one showing permanent employees and a second showing permanent employees working in temporary positions.

Dr. Lucero said the Committee should include a recommendation praising Ms. McKenney and Ms. Schneider for their support of the Committee's selection for the posters used for the Hispanic population.

Ms. Roman said the Committee should recommend that the Census Bureau recharter the Committee so it can make recommendations on post-Census 2000 issues, including the ACS and the census to be conducted in 2010.

Dr. Garcia said the Committee has been told that confidentiality is being addressed in some of the Census 2000 advertising. Dr. Lucero said she was concerned that the advertising's confidentiality message was not strong enough. It may be necessary to include a recommendation that supports strengthening the visibility of confidentiality in the media and advertising.

Ms. Roman said the Census Bureau's response to the Committee's recommendation that the Census Bureau hire a national-level Hispanic specialist was inadequate. If the Census Bureau's Public Information Office had hired someone to perform national-level Hispanic outreach, the Committee should be introduced to this person. Mr. Jost (Census Bureau) said there has been some confusion over this position. This position is still vacant. The Census Bureau did receive applications for

this position; however, none of the applicants were Hispanic. In the interim, the Census Bureau hired a non-Hispanic who speaks Spanish. This person will assist with Hispanic outreach and Spanish translation of media releases. The Hispanic outreach position will be re-posted by the end of July 1999.

In response to a question by Ms. Roman, Mr. Jost said, in total, the Census Bureau's Public Information Office had six vacancies, for which approximately 70 applications were received. Many of these applicants had extensive backgrounds; however, Hispanics may have difficulty competing for these positions because other Government employees with veteran's preference have applied. A number of African Americans, White males, and some women have applied with veteran's preference. There have been few Hispanics with veteran's preference.

Mr. Jost said he could share the quality ranking factors for the Hispanic outreach position with the Committee. Quality ranking factors are used by the Census Bureau's Human Resources Division to assess an applicants' abilities

Dr. Garcia said restricting the search for Hispanic applicants to the Washington DC area may be a problem. Qualified Hispanic applicants may be found in other regions of the United States. Mr. Jost agreed that expanding the search beyond Washington DC would result in a number of Hispanic applicants; however, most applicants would not want to relocate for a job that ends soon after December 31, 2000. Dr. Garcia said there may be applicants willing to relocate regardless of the job's temporary nature.

Mr. Jost said the Census Bureau is not waiting to fill these positions before performing Hispanic outreach. For Cinco De Mayo, the Census Bureau's Public Information Office provided a national video news feed to approximately 25 markets in the Southern, Southwestern, and Western United States. In these video releases, Dr. Prewitt discussed the undercount in the major cities for which the feed was directed. The same video feeds also were released in Spanish for use by the Hispanic media.

Ms. Roman said that because the Census Bureau could not provide funds for a float in the Puerto Rico Day Parade in New York City, she approached *Latina Magazine* to design and sponsor a float with the Census 2000 logo. Employees of the New York Regional Office participated in this parade. There were 3 million people at this parade, and there was national television coverage of the event.

Mr. Jost said the Census Bureau will approach Young & Rubicam about finding sponsors for Census Bureau floats at the large Hispanic parades. Ms. Roman said she had previously recommended that the Census Bureau take part in the Hispanic parades held in several major cities in the United States. The Census Bureau did not act on any of these recommendations.

Mr. Chavez said Mr. Solorzano faxed several recommendations for the Committee to consider. Mr. Chavez said at least two of these recommendations should be submitted to the Census Bureau with the Committee's other recommendations.

Public Comment

There were no public comments.

The Proposed Diversity Plan

Ms. Potok (Census Bureau) told the Committees that the Census Bureau's Strategic Diversity Plan is intended to provide a road map that will act as a hiring guide for the rest of the decade and beyond and will ensure a diverse workforce. The Census Bureau uses a broad definition of "diversity," which includes not only race, ethnicity, and sex, but also sexual orientation, marital and parental status, educational background, age, seniority, clerical v. professional status and such things as providing care for elderly family members. These employee experiences all contribute to creating diversity at the Census Bureau. The current and future success of the Census Bureau depends on having a diverse workforce.

To ensure the success of its Strategic Diversity Plan, the Census Bureau has subjected it to the oversight and guidance of the Census Bureau's Diversity Council, which serves as the "clearinghouse" for all of the Census Bureau's diversity initiatives. The Diversity Council includes representatives from management and the union, and it reports to the Partnership Council. The Partnership Council, also composed of union and management representatives, is empowered to make key policy decisions regarding employment-related issues. For instance, the Partnership Council has changed the

performance evaluation process, increased the dollar amount of performance awards, and is considering mass transit subsidies for commuters, among other initiatives. Ms. Potok stated that she is the co-chairperson for the Partnership Council. She introduced members of the Partnership Council who were in attendance, and stated that the handout provided to the Committees lists the members of both the Census Bureau's Partnership Council and Diversity Council.

The Diversity Council has hired a consulting firm to help create both a business case and the Strategic Diversity Plan itself. Since it is difficult to secure funding from Congress for new training and recruiting programs, the Census Bureau needs a solid business case to justify the Census Bureau's increased investment in diversity. The Census Bureau believes that this is a necessary investment. The plan will be completed by the end of the calendar year, and will include a road map for implementing and evaluating the Strategic Diversity Plan. There are six components to the plan, some of which are already under way—

- **Recruitment and Hiring.** The Census Bureau has increased its recruitment efforts and currently visits over 100 colleges and universities with high minority enrollment. It conducted on-campus recruitment at 10 universities with high Hispanic enrollment and sent recruitment materials to annual conferences held by the Hispanic Association of Colleges and Universities, the National Council of La Raza, and LuLac. The Census Bureau conducts on-campus recruitment visits at 18 historically-Black colleges and is publicizing employment opportunities at 2-year Native American tribal and community colleges that feed into 4-year institutions (which are then targeted for on-campus recruitment visits). The Census Bureau targets people with disabilities by participating in job fairs sponsored by the President's Committee on Employment of People with Disabilities.
- **Career Opportunities.** In its "zeal" to recruit new employees, the Census Bureau does not bypass or overlook current employees. It has increased training support, particularly for staff employees wanting to compete for positions in professional and technical series. One new program is the Census Corporate University (CCU). The Census Bureau has created a partnership with the University of Maryland which provides on-site college courses to the Census Bureau, thus making it easier for employees to earn professional certificates and college degrees in areas that are critical to the Census Bureau's work, such as computer science, economics, sociology, and business administration. Census Bureau management has worked closely with the union to make sure that it is not inadvertently excluding employees and is running remedial and how-to courses for employees who have been away from an academic environment for a long time. So far in CCU's first year, 187 employees have enrolled with African Americans and women accounting for over half the enrollment. In addition, the Census Bureau has expanded the Joint Program on Survey Methodology, a graduate degree program in partnership with the University of Michigan, the University of Maryland, and Westat, Inc. This year, the Bureau expanded its funding commitment to this program, so that hundreds more of its employees can participate both in the degree and non-degree programs. Incidentally, the on-site educational programs have been the primary beneficiaries of a distance learning facility that was setup in Suitland to bring the best courses and instructors right to Census Bureau employees. The Census Bureau also has created a partnership with George Washington University to train people for a Master's certificate in project management. This program also has courses on site.
- **Awards and Recognition.** The awards program has been expanded significantly. The Census Bureau created a new Director's Award for Innovation, which provides up to \$5,000 for an individual and up to \$10,000 for a team. Working with the Department of Commerce, the Census Bureau has expanded the criteria for the Secretary of Commerce's Gold, Silver, and Bronze Awards by adding an "excellence in administration" category. In the past, the award primarily recognized scientific and technical work. Meanwhile, there were others who were making very significant contributions, but were not being recognized or rewarded. Broadening the scope of the awards recognizes outstanding performance throughout the Census Bureau and gives lower graded employees an opportunity to be rewarded by the highest levels of the Department of Commerce.
- **Work/Life Balance.** The Census Bureau received an honorable mention from the Office of Personnel Management for outstanding work and family programs. The Census Bureau has a day care center, a health unit, and a fitness center on-site. It has adopted alternative work schedules, flex-time, part time, and other arrangements that allow people to continue as productive employees while still tending to their family duties. The Census Bureau's Health Unit has won an award for the quality and breadth of the assistance it provides. In addition to the medical personnel, there is an extensive employee assistance program that offers free and confidential counseling on a range of issues.
- **Community Outreach.** The Census Bureau believes that it has a role in reaching out to school children to help develop the workers of tomorrow. Therefore, the Census Bureau strongly supported community outreach programs. The

Census Bureau has donated and set up nearly 100 computers and 8 printers to local schools, and provided continuing support to the schools even after the equipment has been donated. The Census Bureau gives its employees time to participate in a local summer read-aloud program for school-age children who participate in the Maryland National Capital Parks and Planning Commission's summer playground camps. The Census Bureau also has initiated partnerships with local high schools to encourage employees to become involved with students during the school year and has a very active co-op and summer intern program to expose students to the working world.

- **Management Development.** A good diversity plan needs the backing of managers, so the Census Bureau educates its managers about the components of the Diversity Plan and the goals and benefits of having a diverse workforce. Once people understand the goals and benefits of diversity it becomes something that is valued and pursued. Diversity becomes integrated into the way people do their jobs. The Diversity Plan will not just sit on the shelf and collect dust.

Dr. Okotie-Eboh (African American Community [AA]) stated that the Committees are very interested in promoting diversity. The African American Committee, for instance, has been interested in the composition of the Census Bureau's workforce at all grade levels for quite some time. The AA Committee also is interested in examining the contracting opportunities for minorities at the Census Bureau. She praised the Census Bureau's efforts to institutionalize diversity, and the Diversity Program's goal of integrating management and union perspectives. She agreed that to achieve diversity, an institution has to create a new corporate culture that values diversity. It is about more than just the numbers. Diversity is becoming big business; the challenge is how to embed diversity into the corporate culture. In addition to the "carrots" that encourage diversity, there should be "sticks" that can be brought to bear when appropriate. Ms. Potok stated that such evaluations are part of the performance reviews of the Census Bureau's senior executive staff.

Responding to Dr. Okotie-Eboh, Ms. Potok stated that the Census Bureau's plan will be well publicized among the staff to ensure that all employees know of its existence, content, and goals. The Census Bureau also will provide incentives to follow the plan and will use the evaluation process to chart its progress. By evaluating the Census Bureau's progress against the plan's goals, the agency will be able to monitor its success, and to take corrective action if necessary.

Ms. Potok, in response to a question from Ms. Powers (AA), stated that the Diversity Council will consider its communication strategy and recruitment literature once the plan is complete. The Census Bureau currently uses paid advertising in its recruiting efforts and will continue to use this strategy to attract a diverse workforce.

Dr. Okotie-Eboh complimented the Census Bureau for its community and school outreach programs. These ensure that the community is aware of job opportunities at the Census Bureau. A secondary benefit is making the community aware that the census is an ongoing institution.

In response to Mr. Esclamado's (Asian and Pacific Islander Committee [API]) concern that there is a high ratio of women to men among Census Bureau employees, Ms. Potok stated that the Census Bureau's "family friendly" policies make its numerous field positions attractive to women, particularly those who work part time.

Mr. Richardson (American Indian and Alaska Native [AIAN] Committee) expressed his concern that there are too few American Indians at the higher grades among Census Bureau employees. He noted that 74 percent of American Indians at the Census Bureau are working jobs classified from GS-1 through GS-6. Only 10 representatives from the American Indian and Alaska Native community have positions at GS-13 and above. There are many well qualified workers from this community and he would like to see them included in policy-level discussions. There also needs to be more involvement of Native Americans and Alaska Natives as partners and contractors. Mr. Rolark (Census Bureau) stated that the Diversity Plan is considering how the Census Bureau can better recruit workers from the American Indian and Alaska Native community. Mr. Richardson stated that involvement is more than employment. The American Indian and Alaska Native community should be more involved in the Partnership Program; the tribes should be involved to a greater degree in data collection, the advertising campaign, and other key operations. He suggested that the Census Bureau examine currently funded programs that it can use to reach the American Indian and Alaska Native community. For instance, there are mentoring and other employment programs that are being administered by other Federal Government departments. By taking advantage of current programs and working with tribal governments, the Census Bureau should be able to make tremendous progress with little investment.

Mr. Norvell (Census Bureau) told the Committees that Stanford University, in conjunction with the Census Bureau, is working on adaptive technologies that will allow coding and other operations to be done without the use of a keyboard, thus opening opportunities to blind people.

In response to a question from Ms. Suafai (API) regarding the grades of employees enrolled in CCU, Ms. Potok stated that most of the people enrolled in the Census Corporate University are from lower grade jobs; most do not have Bachelor's degrees. In addition, attempts are made to offer courses at convenient times for employees, including single parents. The Census Bureau worked with the union to resolve scheduling problems. There also have been discussions about what course grades the Census Bureau will require of its employees in order for the agency to pay for the course. The CCU will not succeed if it does not meet the needs of its students.

In response to Ms. Chin (API) regarding the number of temporary employees who will be put into permanent positions, Ms. Potok stated that the Census Bureau tries to move as many of its temporary employees from decennial jobs into permanent positions as it can. Since all permanent positions are based on merit and are subject to competition, all temporary employees are encouraged to apply for them as they become open. The Census Bureau will try to retain as much diversity as possible in this process. Mr. Rolark added that the Census Bureau recruits members of the Asian and Pacific Islander populations at colleges nationwide. The Census Bureau will use the Committees for other ideas about how to recruit a more diverse workforce.

Mr. Zunigha (AIAN) commended Ms. Carney (Census Bureau) for her work with the Committees. Mr. Esclamado thanked the Census Bureau for keeping the Committees informed.

Ms. Hong (API) asked that the Census Bureau recognize the diversity of the Asian and Pacific Islander populations, especially since many of these peoples are living in poverty. Ms. Potok noted that the Census Bureau had not done a breakdown of these populations. The Census Bureau can only ask for a limited amount of information when recruiting employees. Ms. Hong suggested that recruiting from schools in poorer areas and from community colleges, the Census Bureau can reach poorer Asians and Pacific Islanders.

Dr. Okotie-Eboh thanked Ms. Potok for her presentation.

Committee Recommendations

Following the reading of the Committees' recommendations, Mr. Esclamado (Asian and Pacific Islanders Committee [API]) requested that the Census Bureau accept the Committees' recommendations. Ms. Schneider (Census Bureau) said it was not necessary for such a motion to be made.

(See Appendix A for the Committees official recommendations and the Census Bureau's official responses.)

The Committees adjourned at 3:52 p.m.

I hereby certify that the above minutes are an accurate record of the proceedings of the meeting held by the Census Advisory Committee on the Hispanic Population and the American Indian and Alaska Native Populations on July 14, 1999. The joint meeting of the Census Advisory Committee on the African American Population, the American Indian and Alaska Native Populations, the Asian and Pacific Islander Populations, and the Hispanic Population on July 15-16, 1999.

Kermitt Nathaniel Waddell, Chairperson (AA)

Robert Wayne Nygaard, Chairperson (AIAN)

Margaret Chin, Chairperson (API)

Anthony Chávez, Chairperson (HISP)

Appendix A

RECOMMENDATIONS OF THE CENSUS ADVISORY COMMITTEE ON THE AFRICAN AMERICAN POPULATION MADE AS A RESULT OF THE MEETING ON JULY 15-16, 1999

The Census Advisory Committee on the African American Population made the following recommendations to the Director, Bureau of the Census, during its meeting on July 15-16, 1999. Comments showing the responses and actions taken or to be taken by the Census Bureau accompany each recommendation.

RECOMMENDATION 1

Tabulating Data on Persons Reporting Two or More Races

"We reaffirm our longstanding opposition to the use of multi-racial data for complying with redistricting, voting rights, and other statutory mandates. More specifically, we contend that the most useful data for these purposes are tabulations that have comparability with the standard Office of Management and Budget (OMB) racial classifications and total 100 percent. Therefore, we recommend the following:

- a. The OMB and the Census Bureau give serious consideration to allocating on a random basis the responses of persons who check more than one minority category in order to minimize statistical bias.
- b. In addition, we request that representation from this Committee be permitted to participate in Census Bureau discussions about the appropriate strategies for allocating multi-racial data."

Census Bureau Response

The Census Bureau appreciates the Committee's recommendations and have taken them into consideration in making its decision releasing race data for redistricting. We will forward this recommendation regarding other statutory mandates to OMB, as well as continue to inform the OMB and its working group on tabulation guidelines for race and ethnic data about the Committee's concerns regarding the tabulation of data for people reporting two or more races. This Committee in its official capacity and its individual members acting independently may communicate directly with the OMB on this matter at any time.

After consulting with the Department of Justice, stakeholders, representatives of this Committee, other Advisory Committees, and privacy advocates, the Census Bureau has decided to meet the data needs for redistricting by providing the 63 categories of race in combination with the "Hispanic or Latino" category tabulated for both the total population and people 18 years of age and over. This decision is acceptable to the Department of Justice for enforcement of the Voting Rights Act and will meet the needs of other data users. We will continue to consult with representatives of this Committee and the other Committees on the Race and Ethnic Populations on the actual presentation of data on race in Census 2000 data products.

In accordance with Title 13, United States Code, at every step of the process, the Census Bureau will continue to protect the confidentiality of individual information in the tabulation and presentation of data for implementing the voting rights law and in the data products from Census 2000.

RECOMMENDATION 2

Imputation Procedures

“Because of our deep interest to understand the procedures used to impute ‘whole persons’ and their race in the census, we would like to receive the following documents:

- a. A description of the imputation procedures and matrices that were used in the 1990 Census.
- b. A description of the imputation procedures and matrices that are proposed for use in the Census 2000.

Census Bureau Response

In October 1999, the Census Bureau sent the Committee a summary of the imputation procedures for handling nonresponses for the race and Hispanic origin questions from the 1990 census and a similar summary of the Dress Rehearsal procedures, which we expect to use for Census 2000 with very few modifications. A similar summary for the planned Census 2000 procedures will be submitted the winter of 1999-2000. We have a very tight time schedule for finalizing the Census 2000 procedures; therefore, it would be most feasible for Census Bureau staff to review the basic philosophy and concepts governing the procedures with several representatives of the four Advisory Committees in a conference call in November.

RECOMMENDATION 3

Membership Contact and Field Site Visits

“We are making formal our recommendation that the partnership specialists and government liaisons be made aware of the names, locations, telephone numbers, and the areas of expertise of the members on the Advisory Committee on the African American Population, as well as the Committee members be informed of Partnership Specialists nationwide, so they might work hand-in-hand on training efforts and appropriate out-reach activities. We further recommend that the Committee members be given an opportunity to visit the nearest Regional Office (RO), Regional Census Center (RCC) and be given training on the duties of the RCC staff, the District Office, and the Recruitment/Regional Technician so as to have a greater sense of the true operations of the census process. This will better equip Committee members to make comments and recommendations as to field problems in their locale.”

Census Bureau Response

The Census Bureau welcomes the invitation to expand two-way communications and interactions between the Census Bureau and the African American Advisory Committee as well as the other Advisory Committees on the Race and Ethnic Populations. This should be very beneficial to our mutual goal of achieving an accurate count for the race and ethnic populations. We are proposing the following for implementation.

- Mr. Kermitt Waddell, Chair of this Committee, has participated in partnership specialist training sessions conducted by the Charlotte, NC, Regional Office. Dr. Robert Hill, also of the Committee, addressed the Phase II training participants in Washington, D.C. on August 6, 1999. Members of the four Advisory Committees on the Race and Ethnic Populations and of the 2000 Census Advisory Committee will be invited to participate in future training sessions, which formally end in November 1999. We also will invite members to openings of the Local Census Offices, and other special outreach events.
- Articles on the four Advisory Committees on the Race and Ethnic Population, the 2000 Census Advisory Committee, and the Advisory Committee of Professional Associations will be included in forthcoming newsletters to partnership specialists, as space permits. The articles will provide readers with an overview of the Advisory Committees’ purpose, goals, and history and how Committee members can support outreach efforts. We will send Committee members copies of these articles.

- We are proposing that a media release be developed on all six Advisory Committees within the next several months. This media release will provide biographical sketches and possibly photographs of Committee members.
- Information on the six Advisory Committees will be available on the Census Bureau web site. The web site will include information provided in the newsletters to partnership specialists, as well as information on forthcoming Committee meetings and activities, and the addresses and telephone numbers of Committee members.
- In October 1999, we sent an updated list of partnership coordinators and their addresses and telephone numbers to all Advisory Committee members.
- Our staff will work closely with all Census Advisory Committees to arrange observation visits to the regions. Such visits will provide information on the major responsibilities of the managerial staff and expand the knowledge base of both Committee members and regional partnership staff. We will discuss such observation visits at the November 1999 meeting.

RECOMMENDATION 4

Establish Subcontractors' Goals and Include Supplier Diversity in Diversity Plan

As a follow-up to Recommendation 2 (Contracts, March 16-17, 1999) we strongly recommend that:

- Minimum subcontracting goals be established for all major contracts by the Census Bureau.
- Supplier diversity be made a part of the overall diversity initiative under development by the Census Bureau.
- Subcontracting should be monitored quarterly.
- Other communication vehicles be explored to announce contractor and subcontractor opportunities in addition to the Internet and the Commerce Daily News.
- That minority firms be used as prime contractors, with the opportunity to choose a major firm as a subcontractor.
- Although not legally mandated, a structured, well-defined supplier diversity program be instituted to guarantee minority vendor inclusion at all levels."

Census Bureau Response

The Census Bureau is responding to the issues in the order presented in the above recommendation.

"a. Minimum subcontracting goals be established for all major contracts by the Census Bureau."

The Census Bureau wishes to assure the Committee that it has made every effort to provide small disadvantaged businesses the opportunity to become contractors and/or become subcontractors to the prime contractors for Census 2000 goods and services.

The major contracts in support of the decennial census have been awarded and were listed in the Census Bureau's response to the Committee's March 1999 recommendations from the Committee. Some of these major acquisitions contained minimum subcontracting goals. Existing contracts have subcontracting plans that are being monitored on a regular basis. With regard to future contracts, the Census Bureau plans to use the same approach. In keeping with the Committee's recommendation, the Bureau also will consider evaluating the mandatory subcontracting plan as part of the best value award determination for future major acquisitions.

"b. Supplier diversity be made a part of the overall diversity initiative under development by the Census Bureau."

The Census Bureau is very committed to supplier diversity, including procurement diversity initiatives. Such diversity initiatives have been an ongoing initiative in federal acquisitions for a number of years. Part 19 of the Federal Acquisition

Regulation (FAR) provides specific regulatory authority to set aside certain acquisitions for small businesses. In addition, Section 19.8 of the FAR specifically allows for certain acquisitions to be set aside solely for small disadvantaged businesses in the 8(a) program under which agencies contract with the Small Business Administration for goods or services to be furnished under a subcontract by a small disadvantaged business. We recently implemented the Information Technology Services (ITS) initiative, which was a competitive acquisition limited to 8(a) firms. As provided in the Census Bureau's response to the Committee's March 1999 recommendations, this program is estimated to be approximately \$150 million over its five-year life.

"c. Subcontracting should be monitored quarterly."

The Census Bureau has developed a monthly reporting mechanism to capture and highlight subcontracting accomplishments. Currently, the Bureau receives monthly reports on the accomplishments of each of the major Decennial contractors. This information is used to monitor the Bureau's progress in meeting its goals for the decennial census contracts.

"d. Other communication vehicles be explored to announce contractor and subcontractor opportunities in addition to the internet and the Commerce Daily News."

The Census Bureau agrees with the importance of establishing multiple communication channels to announce upcoming procurement opportunities. We have implemented several effective vendor outreach activities. First, we are currently advertising procurement opportunities in the Minority Business Development Agency's Phoenix database, which disseminates information to small disadvantaged businesses who subscribe to the database and have a corresponding Standard Industrial Classification Code as the requirement. The Census Bureau hosts vendor conferences to disseminate information on procurement plans and provide small and large businesses opportunities to network and form partnerships.

In addition, we have appointed a Small Business Advocate to identify contracting and subcontracting opportunities for small businesses. The Small Business Advocate participates in various business forums such as Med Week to promote the contracting opportunities at the Bureau and provides assistance in reaching prime contractors for subcontracting opportunities.

"e. That minority firms be used as prime contractors, with the opportunity to choose a major firm as a subcontractor."

The Census Bureau is pleased to point out that this recommendation has already been implemented and is evident through the ITS program, which was described in the response to the Committee's March 1999 recommendations. Each of the seven vendors is a minority business with several having subcontractors that are large businesses. The Census Bureau is committed to using minority firms as prime contractors.

"f. Although not legally mandated, a structured, well-defined supplier diversity program be instituted to guarantee minority vendor inclusion at all levels."

As noted in b. above, such a structured and well-defined program already exists through Part 19 of the FAR. The Census Bureau is required by law to have a structured and well-defined procurement program in accordance with Part 19 of the FAR. In addition to the requirements of Part 19, each procurement opportunity and acquisition approach is reviewed and approved by the Department of Commerce's Office of Small Disadvantaged Business Utilization to identify opportunities for small, small disadvantaged, and women-owned firms.

RECOMMENDATION 5

Welfare-To-Work Waivers

"We recommend that the Census Bureau urge its Regional Directors to work with state officials to obtain waivers for welfare recipients to work as temporary census workers without reductions in their grants."

Census Bureau Response

Under the Personal Responsibility and Work Opportunity Act of 1996, program eligibility for public assistance (formerly Aid to Families with Dependent Children, now Temporary Assistance for Needy Families, or TANF) is determined at the state level. The Census Bureau is working with its regions to pursue the possibility of Census income waivers, which would increase our ability to hire indigenously, especially in hard-to-enumerate areas.

On a related front, the White House along with the U.S. Departments of Commerce and Labor recently announced that Goodwill Industries will receive a substantial grant to recruit and train up to 10,000 welfare recipients and enumerators for Census 2000. Thus far, only the state of Ohio has adopted a policy waiver exempting such Census 2000 employment from back to work requirements. A copy of the press release announcing this effort with the Goodwill Industries was sent to the Committee members.

RECOMMENDATION 6

Increase Information Services Program (ISP) Staff

"We are asking that a maximum of eight people and a minimum of four people for outreach be added in the Regional ISP department. It is our belief that we owe a higher degree of responsibility to people and groups that need to understand the census data for community purposes. Also, monies need to be appropriated between decennial censuses."

Census Bureau Response

The Census Bureau appreciates the Committee's concern that the ISP has the necessary staff to work with community groups to ensure that communities understand the data products from Census 2000. The Census Bureau believes it is critical that we maintain effective working relationships with Census 2000 partners, after the census is completed. While the Census Bureau will maintain a regional ISP staff throughout the decade, the number of staff will depend on the specific funds appropriated for this program in future budgets.

RECOMMENDATIONS OF THE CENSUS ADVISORY COMMITTEE ON THE AMERICAN INDIAN AND ALASKA NATIVE POPULATIONS MADE AS A RESULT OF THE MEETINGS ON JULY 14-16, 1999

The Census Advisory Committee on the American Indian and Alaska Native Populations made the following recommendations to the Director, Bureau of the Census, during its meeting on July 15-16, 1999. Comments showing the responses and actions taken or to be taken by the Census Bureau accompany each recommendation.

RECOMMENDATION 1

Contact Alaska Native Regional Corporations

"The American Indian and Alaska Native (AIAN) Committee recommends that the state liaison in Alaska contact all Alaska Native Regional Corporations and provide them with information about the Year Census 2000, to assure that the Alaska Native population served by such Corporations will be counted during the census and that census data tabulations include the community served by these corporations."

Census Bureau Response

The Census Bureau appreciates the Committee's recommendation and has already begun to implement it. The Seattle Regional Census Center (RCC) staff has completed at least one visit to all nonprofit and profit Regional Corporations in Alaska. Staff also met with representatives of the Regional Corporations in 1998 at the Conference of the Alaska Federation of Natives. In addition, in response to the RCC's invitation, a number of corporations sent representatives to the Census 2000 Tribal Governments Conference in Alaska held May 1999. The partnership staff in the Seattle RCC plans to meet with the corporations to discuss how they may assist in the recruiting and promotional efforts for Census 2000. These visits will be the second, third, or fourth contacts for most of the Regional Corporations.

The Seattle RCC also is in the process of conducting its first round of visits to all Alaska Native Villages.

The data products from Census 2000 will include data on the American Indian and Alaska Native population for the Regional Corporations. We plan to discuss data products that will include information for American Indian and Alaska Native areas, including Regional Corporations, at the November 1999 meeting of the Advisory Committees.

RECOMMENDATION 2

Expand Recruitment Efforts

"The AIAN Committee recommends that the Census Bureau increase and expand its recruitment efforts in/or near American Indian communities to increase the number of American Indians employed at the Census Bureau. According to an 'Employment Profile' published as of July 9, 1999, by the Census Bureau, 131 American Indians were employed at the U.S. Census Bureau. Of that total, only 74 (56.4%) are employed at grades 1-6, the lowest grade level of employees at the Census Bureau. Additionally, only 10 American Indians were employed at the pay grade 13 and above. This report indicated that the U.S. Census Bureau had a total of 14,350 employees."

Census Bureau Response

The Census Bureau shares the Committees concern about the recruitment and employment of American Indians at the Census Bureau. Therefore, we have taken a number of steps and plan further actions, which are outlined below, to improve our recruitment of American Indians.

Current Recruitment Efforts:

The Census Bureau has implemented an initiative for "American Indian Serving Institutions" (AISIs) at colleges and universities with significant American Indian enrollments, which is designed to heighten awareness of job opportunities at the Census Bureau.

On-Campus Recruiting. This year, Census Bureau representatives conducted on-campus recruiting in both the spring and fall semesters in 1998 at four schools with at least 2 percent American Indian enrollment:

Arizona State University	2 percent
New Mexico State University	3 percent
University of Arizona	2 percent
University of New Mexico	5 percent

The college recruitment program is a multifaceted approach that remains flexible to maximize its effectiveness at diverse schools. Recruiting strategies may include attending campus career fairs; making classroom presentations; discussing opportunities and the work of the Census Bureau with professors, deans, and department chairs; interviewing potential applicants; and providing instructions and guidance on the application process. Each school is visited in the fall and in the spring of the academic year.

Partnerships and Community Outreach. Census 2000 partnerships with tribal leadership across the Nation are expected to have a positive effect on our full-time recruitment efforts. We are encouraging our partnership specialists to advertise for professional vacancies and to provide recruitment materials and other instructional information to assist interested applicants.

Plan For Future Recruitment Efforts:

On-Campus Recruiting. We will continue targeting schools with concentrations of American Indian students. Through consultation with tribal councils and representatives of American Indian communities, we have identified five 4-year colleges into which the 2-year tribal and community colleges feed. These will be targeted for diversity recruitment in fiscal year 2000. As most professional positions at the Census Bureau have positive education requirements, our recruitment efforts will be focused on 4-year institutions with majors in desired areas, coupled with comparatively high percentages of American Indian students.

Partnerships. As part of our decennial census efforts, the Census Bureau will plan a series of workshops with AISI college placement officers and department chairs on the value of employment at the Census Bureau and Census programs. We will also:

- Invite placement officers and department chairs to our headquarters for workshops and seminars on the census data products.
- Solicit information from these groups on the development of new avenues for AISI recruitment.
- Sponsor trips by senior level management to AISIs to develop professional relationships.
- Establish relationships with AISIs that will promote increased participation in the Census Bureau Cooperative Education and Internship Program.
- Professional staff at the Census Bureau to volunteer to review departmental curricula and suggest updates in order to equip both undergraduate and graduate American Indian students with the academic background needed for positions at the Census Bureau.

RECOMMENDATION 3

Camera- Ready Quality Images for Logos

“The AIAN Committee recommends that the U.S. Census Bureau create camera-ready quality images of logos in varying sizes on one or two sheets of paper for use in locally-generated educational or promotional materials.”

Census Bureau Response

The tribal government program logo is available in three formats: GIF, which is used for Internet applications; TIF, which is used for desktop publishing; and EPS, used for professional printing and high resolution output devices. In fall 1999, the Census Bureau launched an Internet site to allow access to logos and other public graphics for use to promote Census 2000. (The Internet site is www.2000.census.gov). In addition, camera-ready copies are being printed and will be distributed to the regions and to partners.

RECOMMENDATION 4

Census 2000 Race Code List

"The AIAN Committee recommends that the race code list be forwarded to all federal and state recognized tribal governments, major American Indian Advisory organizations, i.e.; National Congress of American Indians, National Indian Education Association, National American Indian Housing Council, as well as any other pertinent Indian associations. The Census Bureau should encourage and educate tribal leaders, liaisons and enumerators about the race code list and urge them to establish a standard list of tribal names for each federal and state recognized tribe. This will help educate the tribal members and enumerators as to what is recognized as a standard tribal name. The standard tribal name is necessary to help reduce the potential of tribal members writing the incorrect tribal name on the Census 2000 form."

Census Bureau Response

The Census Bureau appreciates the Committee's concern and accepts its recommendation. We are committed to working with all tribes recognized by federal or state governments. We are in the final stages of revising the list based on information on tribes from: (1) the Bureau of Indian Affairs, the only agency authorized to certify a tribe as a federally recognized tribe; (2) state governors who were asked to provide a list of all tribes recognized by the states; (3) input from the tribes; and (4) input from tribal liaisons and partnership specialists.

We will forward the final code list for coding responses to the race question to all federally and state recognized tribes, all tribal liaisons and partnership specialists, and major national American Indian and Alaska Native organizations.

In meetings, workshops, and other outreach activities, tribal liaisons and partnership specialists will use the list to help tribal members understand the most effective way to complete the question on race, which asks for the name of the enrolled or principal tribe for all respondents who report as American Indian or Alaska Native. Fact sheets developed especially for the American Indian and Alaska Native population also will carry the message of the importance of providing one's tribal affiliation.

At Census 2000 Tribal Governments Conferences, Census staff have made presentations on how to complete the question on race, especially for those reporting as American Indian or Alaska Native. During these presentations, we also have discussed the importance of developing standardized abbreviations for tribal names when the name of the tribes exceeds the number of segmented boxes on the census questionnaires. The Census Bureau encourages the tribal governments to undertake this task and will continue to work with the tribes and tribal liaisons on the matter.

RECOMMENDATION 5

Implement Statistical Areas Program for AIAN Areas

"The AIAN Committee recommends that proposed State Designated American Indian Statistical Areas (SDAISA) and the Tribal Jurisdictional Statistical Area (TJSA) programs be fully implemented. The program is currently being held up by the Census Bureau and further delay in finalizing this program may result in an undercount of American Indians who do not reside on reservations."

Census Bureau Response

The Census Bureau appreciates the Committee's concern. The Statistical Tribal Areas Program includes delineation of Tribal Jurisdiction Statistical Areas (TJSAs), tribal designated statistical areas (TDSAs), state-designated American Indian statistical areas (SDAISAs), and Alaska Native Village Statistical Areas (ANVSAs). The Census Bureau has not yet issued the final procedures for the Statistical Tribal Areas Program because it will be asking for comment on a Federal Register Notice that clarifies the definitions of all American Indian entities to be recognized in Census 2000. We will send copies of this notice to all American Indian and Alaska Native tribal governments and to members of this Committee. The notice will provide for a comment period. In the meantime, the Census Bureau is proceeding with plans to implement the TDSA, SDAISA, and ANVSA delineation programs by preparing the letters and guidelines for participation. The schedule calls for beginning the mail-out of maps and guidelines to qualifying tribes and state-designated liaisons in late fall 1999. Tribal officials and state liaisons will have 60 days after receipt of the materials to submit their proposals. Verification products for the Statistical Tribal Areas Program are scheduled for production in early spring 2000. The reviewing tribal officials and state liaisons will have 30 days to submit any needed corrections.

The TJSA Program will include a series of meetings between Census Bureau staff and tribal officials to adjudicate questions regarding boundary changes requested during the 1997 Tribal Review Program. The meetings for TJSA delineation are planned for this fall, with specific timing dependent on the availability of tribal representatives. At the November 1999 meeting we will discuss with the Committee our proposed changes to the name and definition of TJSAs.

The Census Bureau is taking many steps to ensure the most accurate count of American Indians and Alaska Natives on and off reservations. The schedule for the Statistical Tribal Areas Program will not adversely affect the Census 2000 count of these populations since our data collection processes are well under way and our geographic collection boundaries are already defined. Inserting boundaries for statistical areas into our geographic data base for tabulation purposes will not affect the data collection or enumeration procedures for these populations.

RECOMMENDATION 6

Statement of Credit for Building Awareness Poster

"The AIAN Committee recommends that the statement of credit for American Indian and Alaska Native Census 2000 posters read to reflect the following: 'The poster celebrates diversity in America by featuring one of the century's finest American Indian artists, Allan Houser, (1914 - 1994), a Chiricahua Apache.'"

Census Bureau Response

As requested by the AIAN Committee, this language was included on the American Artist series poster by Allan Houser. This poster was unveiled at the National Conference for American Indians, October 1999. Copies of the posters were sent to all Committee members. We thank the Committee for its advice on the selection and layout of the poster.

RECOMMENDATION 7

Develop Maps and Products for American Indians and Alaska Natives

"The AIAN Committee recommends that the Geography division work with the tribes and data users to develop thematic maps and products on the American Indian and Alaska Native populations.

Census Bureau Response

The Census Bureau initiated the process for soliciting ideas for map products that show AIANs and their data through the presentation at the July 14, 1999 meeting of this Committee. Through our geographic and partnership specialist, as well as tribal liaisons, the Census Bureau will continue to acquire map requirements; for example, data themes meaningful to the AIANs. The Census Bureau will continue to inform users of its plans for map products through State Data Center and Census Information Center Programs, our Marketing Services Office, meetings, conferences, and other venues.

RECOMMENDATION 8

Develop an American Indian and Alaska Native Atlas

"The AIAN Committee recommends that the Census Bureau explore and plan the development of an American Indian and Alaska Native Atlas, including all American Indian and Alaska Native geography areas in one reference document and files that are accessible in electronic format through the Internet and CD-ROM."

Census Bureau Response

The Census Bureau appreciates the Committee's concerns about creating a single reference document on American Indian and Alaska Native geography areas and is taking the Committee's recommendation under advisement. Currently, however, there are no plans to produce atlases-- neither a specific AIAN or a more general statistical population and housing atlas. We will be happy to inform the Committee if the development of such products becomes feasible.

RECOMMENDATION 9

Curriculum on Census Geography and Data Products

"The AIAN Committee recommends that the Geography division work with the tribes and data users to develop curriculum that explains census geography and the use of data products for tribal community development."

Census Bureau Response

The Census Bureau will continue to work to develop a simple and user-friendly handbook that describes American Indian geography and geographic entities as well as to develop graphics and maps that help explain the geography. We also plan to develop tutorials or other chapters in the handbook to show how to access and use the various Census 2000 data products, including simple tutorial(s) on the use of the different geographic products such as TIGER/Line files, maps on CD-ROM using the Adobe reader, etc.

RECOMMENDATION 10

Use of Indian Mascots

"The AIAN Committee recommends that a policy on the use of degrading Indian mascots be mitigated by the omission of offending names, symbols, and logos with general references, e.g., the 'Washington Redskins' becomes the 'Washington D.C. Professional Football Team.'"

Census Bureau Response

The Census Bureau concurs with your recommendations. In September 1999, the Census Bureau sent a draft policy to Committee members for comment. We will prepare the final policy based on comments received from this Committee and the review within the Census Bureau and the Department of Commerce.

RECOMMENDATION 11

Image for American Indian and Alaska Native Internet Page

"The AIAN Committee hereby amends its recommendation No. 5 from the March 16-17, 1999, REAC meeting regarding the American Indian and Alaska Native Internet page use of Allan Houser's sculpture for the 'Building Awareness' poster. Instead, the simple Census 2000 Indian Logo should be used as a 'hot button'; however, this awareness poster and others to be developed may be placed in a sub-menu for public Internet view, including contact information on how to access the posters. This concept of 'marketing' the posters is applicable to all other race and ethnicity posters and promotional materials."

Census Bureau Response

The Census Bureau intends to include the Allan Houser poster on the site that was launched fall 1999, to allow access to public graphics and other promotional materials. (See response to recommendation No. 3 from this Committee). The Houser poster will be included with the other posters in the American Artists series on the Internet site (www.2000.census.gov) if and when permission for such use is granted by the National Museum of American Art. Placing the Houser poster on this site should avoid the problems regarding the downloading from the "Indian page," noted in our response to the March 1999 recommendation No. 5 from this Committee.

We are exploring the use of the American Indian and Alaska Native logo as a "hot button" and will provide you with a status report at the November 1999 meeting.

RECOMMENDATION 12

Correction Factors for Adjusting the Count of American Indians and Alaska Natives

"The AIAN Committee recommends that the Census Bureau thoroughly document and indicate the correction factors used to adjust the Census 2000 counts of American Indians and Alaska Natives. In particular, the correction factors applied to Urban Indian populations should be made explicit in all Census products where these data appear."

Census Bureau Response

The Census Bureau accepts the Committee's recommendation. We will document and provide to the public the correction factors used to adjust the Census 2000 counts, including those applied to the urban Indian population. In addition, the Census Bureau will prepare a package that documents the Accuracy and Coverage Evaluation (A.C.E.) methodology and correction factors used for Census 2000 that will be widely available to everyone who uses data based on the A.C.E. The Census Bureau plans to apply the correction factors to all Census 2000 data products except the apportionment counts.

RECOMMENDATION 13

Establish Permanent Tribal Liaison Office

"The AIAN Committee recommends that the U.S. Census Bureau permanently establish the Tribal Liaison Office (TLO) program as well as some staffing of regional partnership specialists who work with tribes. This will ensure continuity through the next decennial census and support the development of the American Community Survey."

Census Bureau Response

The Census Bureau agrees with the Committee about the importance of maintaining partnerships with tribal governments and other partners once Census 2000 is complete. We are currently considering how we can continue to support these partnerships both through the regional offices and the Customer Liaison Office. In addition, we are considering options for continuing the Tribal Liaison Office in the Field Directorate and the AIAN Program Administrator position in the Customer Liaison Office after the census. However, continued support will depend on funding that Congress must appropriate.

RECOMMENDATIONS OF THE CENSUS ADVISORY COMMITTEE ON THE ASIAN AND PACIFIC ISLANDER POPULATIONS MADE AS A RESULT OF THE MEETINGS ON JULY 15-16, 1999

The Census Advisory Committee on the Asian and Pacific Islander Populations made the following recommendations to the Director, Bureau of the Census, during its meeting on July 15-16, 1999. Comments showing the responses and actions taken or to be taken by the Census Bureau accompany each recommendation.

RECOMMENDATION 1

Funding For Community Based Organizations

"The Asian and Pacific Islander (API) Committee recommends that the Census Bureau allocate \$20 million from its FY 2000 budget (specifically from the \$199.5 million that is allocated for 'Census Marketing, Communications, and Partnerships') for funding grassroots community groups, and community-based census task forces that reach out to ethnic minorities, immigrants and other hard-to-enumerate populations.

"We are pleased that the Bureau plans to hire more enumerators and community partnership staff, which is a necessary measure, given the recent Supreme Court decision mandating traditional enumeration methods for apportionment purposes. However, the Committee also believes that direct funding of grassroots community based organizations will significantly enhance the Bureau's community partnership efforts and increase Census 2000 participation rates of traditionally undercounted populations.

"Community groups work with millions of clients and members every year to enhance participation in government programs, to enhance civic participation through voter education and voter registration, and to organize and educate hard-to-enumerate constituencies such as undocumented immigrants, domestic workers, day-laborers, elderly and those with limited English proficiency. These are the very populations that the Bureau needs to reach, often not effectively reached by government employees such as enumerators and partnership specialists, nor by advertising campaigns.

"The administering of grants may be done through a re-grants program through local community trusts or similar entities that have the experience and capacity to carry out such a re-grants program. The Committee offers its assistance in identifying foundations for the re-grants program. Given the time limitations, the Committee recommends a follow-up telephone conference or a special meeting of interested Advisory Committee members by August 15, at which time we would like to receive feedback from the Bureau, on the feasibility of this proposal."

Census Bureau Response

As we have indicated previously, the Census Bureau shares the Committee's concerns. While the Census Bureau welcomes any resources earmarked for its Census 2000 partners, the Census Bureau is not equipped to organize, supervise, or manage a competitive grant program at this late stage in the decennial cycle, particularly establishing a re-grants program through local community trusts or foundations.

The diversion of manpower and resources into such an effort would jeopardize critical preparations for the upcoming census. The Bureau is also concerned that it could lose the support of large numbers of potential partners whose funding requests might be rejected in the re-grants process.

As you are aware, outreach to community groups has been a key component of preparations for Census 2000 from the outset. We have demonstrated our commitment to the goal of reaching ethnic minorities, immigrants, and other hard-to-enumerate populations by putting in place the largest partnership, promotion, and outreach program in the history of the census. Rather than distributing funds to the thousands of community organizations around the country, we will provide in-kind support. In-kind support can involve the following:

- Printing localized Census 2000 posters and brochures.
- Production of localized Census 2000 promotional items.

- Rental of space for Census 2000 promotional events.
- Reproducing outreach and educational materials for distribution by partners.
Making photo CDs, poster shells, drop-in articles, and information videos available to partners.
- Providing free training on field operations and providing translations of promotional materials.

The fiscal year 2000 budget for Census 2000 provides in-kind support funding for each region.

We believe that the scope and quality of this support will make possible the type of grassroots outreach the API Committee recommends. We also believe these programs allow us to administer grassroots support in a fair and manageable way.

The Director and the Census Bureau's contractor, Sykes Communications, are continuing to communicate with the largest foundations in the country and the Fortune 500 companies, respectively, seeking their support for the Partnership Program, particularly those community efforts aimed at getting the cooperation of all respondents in innovative ways. Subsequent to the July 1999 meeting, Census Bureau staff have had several conference calls with both Subcommittees of this Committee to obtain information on community events for the period January to April 2000. The Census Bureau will provide the information on community events to Sykes Communication for their discussions with the Fortune 500 companies.

RECOMMENDATION 2

Provide Census 2000 Data for Hawaiian Homelands

"The API Advisory Committee recommends that the Census Bureau make a commitment to report demographic, housing, and economic information from Year 2000 census for Hawaiian Homelands, as a whole and for each Homeland area. This includes the incorporation of Homeland boundaries on TIGER, the use of this geographic information to identify households and individuals in the Homelands (for internal processing but not public reporting), the designation of exclusive Homelands as census reporting places (areas) and tabulation of short-form and long-form data in these places (areas). The API Committee is eager to work with the Census Bureau to resolve any issues and to fully implement this recommendation."

Census Bureau Response

The Census Bureau appreciates the Committee's recommendation and understands the need for the data. We have obtained the boundaries for Hawaiian Homelands and are entering them into the TIGER geographic data base. The Census Bureau is planning for and committed to providing data for Hawaiian Homeland entities equivalent to the data provided for other geographic entities, such as incorporated cities or American Indian Reservations. Having the boundaries in the TIGER data base will allow the Census Bureau to identify which housing units and other residential locations are within each specific homeland for data tabulation. Both 100-percent and long-form data will be tabulated. Data for Homelands with few residents may not be available due to confidentiality concerns. We will provide the Committee an update on the Homelands at the November 1999 meeting.

RECOMMENDATION 3

Data on Hawaiian Homelands

"The API Committee recommends that the Census Bureau expedite the entering of the data information on Hawaiian Homelands into TIGER, and upon completion of those entries, provide maps of the Homelands to the API Committee, as soon as possible, but not later than the November 1999 meeting of the Census Advisory Committee on Race and Ethnic Populations."

Census Bureau Response

The Census Bureau is working with the Hawaii Department of Hawaiian Homelands to expedite the insertion of Hawaiian Homeland entities in the TIGER geographic data base, with completion expected by the end of October 1999. As soon as

these entities are inserted, the Census Bureau will create preliminary maps for the Committee with the understanding that these boundaries have not yet been verified. In February 2000, the Census Bureau intends to provide a set of maps to the Department of Hawaiian Homelands to verify the accuracy of the insertion of the initial Hawaiian Homeland boundaries and submit any updates to depict January 1, 2000, legal boundaries.

RECOMMENDATION 4

Present Work Force Data Separately for “Asian” and “Native Hawaiian and Other Pacific Islander”

“Based on the Office of Management and Budget’s (OMB) new race categories separating Asian and Pacific Islanders, the API Committee recommends beginning immediately that the Census Bureau, in reporting census staffing data and other information, present the number and percentage by ‘Asian’ and by ‘Native Hawaiian and Other Pacific Islander’ categories.”

Census Bureau Response

The Office of Management and Budget, the Equal Employment Opportunity Commission, and the Office of Personnel Management are leading the development of new standards for reporting employment data on race and ethnicity. In addition to the separation of data for “Asians” and for “Native Hawaiians and other Pacific Islanders,” they are addressing how to “bridge” data collected under the new standards with that collected under the old and how best to collect and use multiple entries, which must be permitted under the new standards. Once these decisions have been made, new data collection forms and procedures will be issued to govern the collection of employment data on race and ethnicity. As soon as these tools are available, the Census Bureau will move promptly to implement them.

RECOMMENDATION 5

Pre-Census Mailing Letter

“The API Advisory Committee recommends that the language in the draft pre-census letter sent to all households to be translated to 5 languages be changed to: U.S. law requires that everyone living in the U.S. on April 1, 2000, must be counted. This population census only takes place once every ten years and will be used to distribute government funds to your community. One week from now you will receive a Census 2000 form in English in the mail. Please fill out this form promptly. However, if you cannot read or understand English and wish to receive the form in, (for example, one of the 5 languages) please put a check mark in the box below and send this letter back right away using the enclosed envelope. A census form in (one of the 5 languages) will be mailed to you which you need to fill out and return promptly to the Bureau of the Census. ☐ I need a census form in _____

“If this change is not possible due to time constraints the API Committee recommends that the current message be revised to clarify that :

In language forms will be provided only if the household cannot read or understand English (rather than when the household speaks a language other than English).

If the household has the ability or assistance to fill out the English language form, they do not have to ask for, or mail for, the in-language form.

“Additionally, the API Committee recommends that the translation be proofed carefully to ensure accuracy of the message content. The API Committee offers its assistance.”

Census Bureau Response

We appreciate the comments and direction provided to the Census Bureau staff during the July 1999 meeting of the Advisory Committees on the Race and Ethnic Population. The final copy of the advance letter that we submitted to several experts in survey methodology research reflects a number of your recommendations and concerns. For example, we revised the spanner in five languages to incorporate the recommendation that it convey more significant information from

the body of the letter (in English). The objective is to help respondents reading the reverse messages “in-language” to understand the importance of being counted in Census 2000. We also inserted several key words in keeping with the spirit of several of your recommendations. The Census Bureau thanks the Committee for its assistance in this important endeavor. We sent the final version of the letter to this Committee in October 1999.

RECOMMENDATION 6

Increase Data Products for Census 2000

“The API Committee encourages the Census Bureau to expand its list of data products in the light of anticipated increase in the overall count of the API population for Census 2000. The API Committee will make specific recommendations when it receives from the Census Bureau a list of data products it intends to publish for Census 2000.”

Census Bureau Response

“The Census Bureau welcomes the Committee’s recommendations as we continue to prepare the proposal for Census 2000 Data Products. The diversity of size and location of population groups as well as the new tabulation options for responses for two or more races present many challenges in meeting the needs of data users. We understand your interest in obtaining a set of data products that fully describes the characteristics of the Asian and Pacific Islander populations. In addition, we are anticipating the availability of interactive technology through the Internet to provide users with the capability to develop custom tabulations of data not previously available, assuming these data meet confidentiality and disclosure avoidance criteria. We will discuss our proposal for Data Products with the Advisory Committees at the November 1999 meeting.

Over the next several months, through a series of national conferences with data users, we will continue our efforts to solicit suggestions from stakeholders. We also will continue our discussions with the Committee on the data and product needs of the Asian and Pacific Islander populations.

RECOMMENDATION 7

Tabulation of Race and Hispanic Origin Data

“The API Committee recommends that during the November 1999 meeting the Census Bureau do a session on the tabulation and assignment process for the race and Hispanic origin data.”

Census Bureau Response

Since the July 1999 meeting, Census Bureau staff have had several conference calls on the tabulation of race and ethnic data with members of the working group on race and ethnicity. Discussions on the tabulation of the data will be included in two topic sessions, “Census 2000 Redistricting Data” and “Census 2000 Data Products,” at the November 1999 Advisory Committee meeting.

In October 1999, the Census Bureau sent the Advisory Committees on the Race and Ethnic Populations a summary of the imputation procedures for handling nonresponses for the race and Hispanic origin questions from the 1990 census and a similar summary of the Dress Rehearsal procedures, which we expect to use for Census 2000 with very few modifications. (See response to the July 1999 Recommendation No. 2 from the Committee on the African American Population.) A similar summary for the planned Census 2000 procedures will be sent in the winter of 1999-2000. We believe it would be most feasible for us to review the basic philosophy and concepts governing the procedures with several representatives of the four Advisory Committees’ in a conference call in November, considering our very tight time schedule for finalizing the Census 2000 procedures and the limited time on the November 1999 agenda for such a discussion.

RECOMMENDATION 8

Financial Support for Census Information Centers

“The Census Information Centers (CICs) in the past have provided a very useful service to the individuals and communities in the dissemination process of the Census data. With anticipated increased demands on the dissemination of data, the API Committee recommends that appropriate financial support be made available to the CICs.”

Census Bureau Response

In June 1999, Census Bureau staff held a conference in Jacksonville, Florida, to discuss the future of the CIC program, including data dissemination to the communities serviced by the CICs. Conference participants included representatives from the Committees on the Race and Ethnic Populations.

Clearly, the CICs are a crucial component of the Census Bureau’s data dissemination efforts. It is also clear to the Census Bureau that participating organizations need financial resources. Our current budget provides for substantial support in products and services for the CICs. To that end, the Census Bureau has increased its involvement in the program over the past 6 months, dedicating staff resources to training, site visits, and several new initiatives that will reengineer the current program. We also donated a total of 15 excess Census Bureau computers to the CICs for their use. We will provide free copies of every CD-ROM and report released by the Census Bureau as well as training on each data products.

However, the Bureau does not have the grant-making authority or funding to provide direct financial support to the CICs. We will continue to work with the CICs to provide them with training and support. We will work with them further to identify ways that they can leverage their relationship with the Census Bureau and knowledge of the data to increase secure resources and financial support from alternative sources for the CIC program. The June 1999 meeting was a major step towards identifying ways to assure the future success of the program.

RECOMMENDATION 9

Interactive Role with Y&R on the Diverse America Campaign

“The API Committee recommends that the Native Hawaiian and Other Pacific Islander (NHOPI) Subcommittee be given an opportunity to have a more interactive role, through the Bureau, with Young & Rubicam (Y & R) to ensure that the Diverse America Campaign not only includes NHOPI images, but is sensitive to and aware of the needs of this population within the 48 contiguous states.”

Census Bureau Response

We are aware of the concerns of members of the API Committee about the use of NHOPI images in the advertising campaign and the need to be sensitive to and aware of the needs of this population. At the August 12, 1999, meeting with the working group on creative review of advertising for the Advisory Committees, senior staff from the Census Bureau and from Y & R met with two representatives of the NHOPI Subcommittee to discuss, in depth, these issues. The Census Bureau has asked Y & R to review the comments of this meeting and make recommendations on how to address the concerns raised. The Census Bureau plans to discuss these recommendations with the API Committee before final decisions are made. Since the August 1999 meeting, the Census Bureau has sought and received very valuable input from the NHOPI Subcommittee on radio scripts targeted to Pacific Islanders. We appreciate the help that this Subcommittee has provided.

RECOMMENDATION 10

Produce the “We, The America” Series

“It is the understanding of the API Committee that the Bureau will not be producing the ‘We, The America’ series in print form for Census 2000 as they did with the 1990 census data. Therefore, the API Committee recommends that the Census

Bureau reconsider its decision and produce the series. If the Bureau cannot produce this series, we recommend that the Bureau provide funding to the CICs to produce and disseminate this series to their respective populations.”

Census Bureau Response

The current Census 2000 plan does not call for the publication of the “We, the America” series. However, production plans currently are being reviewed. If sufficient resources are available, the Census Bureau would consider reinstituting a report series similar to this one.

RECOMMENDATION 11

Develop Surname Lists for Asians and Pacific Islanders

“The API Committee repeats its past recommendation that the Census Bureau develop an Asian surname list and Native Hawaiian and Other Pacific Islander (NHOPI) surname list that can be used to help identify areas with high Asian or NHOPI concentrations (matching against directories and administrative files) and to increase the accuracy of the imputation of missing race data. The API Committee is eager to work with the Bureau to develop, analyze and refine the surname list and to develop procedures to guide their use. (Given the short time left before the year 2000 enumeration, we recommend that the Census Bureau develop the list by the end of the calendar year”).

Census Bureau Response

The Census Bureau understands the Committee’s concern that the development of a surname list for Asians and for Native Hawaiian and Other Pacific Islanders may be a potential source for identifying geographic areas with high concentrations of these populations. We appreciate the support offered by the Committee to help prepare a surname list. However, considering all the Census 2000 priorities, we do not have adequate resources (staff for the research and the time) for the Census Bureau, even with the help of the Committee, to develop a surname list for use in Census 2000 that will identify accurately the Asian and Pacific Islander population for the purposes noted by the Committee. We will take into consideration the development of such a surname list for the 2010 census and for use in other statistical programs. The Census Bureau’s experience with developing surname lists, such as for the Hispanic Population, is that it required substantial resources to develop, test, and evaluate over an extended period of time.

RECOMMENDATION 12

Charter Renewal

“The API Committee recommends that the Census Bureau proceed with its plan of extending the charter of the four Advisory Committees on the Race and Ethnic Populations, beyond the year 2000. This will allow the Committees to sum up their work on the Census 2000 and to outline issues that need to be addressed to prepare for the 2010 Census.”

Census Bureau Response

The Department of Commerce and the Census Bureau certainly believe that it would be very beneficial for future planning to have the Committees’ views on Census 2000 operations. Therefore, we have started the work for the rechartering of the Committees prior to their expiration in February 2000.

RECOMMENDATION 13

Expand to Five Independent Committees

“The API Committee further recommends that the Census Bureau develop a suitable strategy so that the charter for the four Advisory Committees on the Race and Ethnic Populations could be expanded to have five Committees thus providing the Native Hawaiian and Other Pacific Islander Subcommittee and the Asian Subcommittee their free independent Committee status.”

Census Bureau Response

The Census Bureau has explored strategies for expanding the four Advisory Committees and concurs with this recommendation. We are proceeding with the process of expanding the number of Advisory Committees. The Bureau must follow the procedures and policies of the Federal Advisory Committee Act, as well as the policies of the administration and the Department of Commerce. Therefore, the proposed expansion must be submitted to and receive the approval of the Secretary of Commerce, General Services Administration, and Office of Management and Budget. This process must also include a notice in the Federal Register with a period for comment.

RECOMMENDATION 14

Advertising and Promotions

"The API Committee recommends that the Kang and Lee firm coordinate with the National Asian Pacific American Legal Consortium regarding their products, media buys and time line of the products by the August 12th advertising meeting, so that there will be less duplication and community groups will know how to fill in the gap. The API Committee also recommends that the standardized 'glossary of terms' be shared with such groups so that translated terms are consistently used throughout the country. Furthermore, the Committee recommends that the overall advertising program advertise the availability of the language program so that the public knows about the in language questionnaires, assistance guides, etc."

Census Bureau Response

The Census Bureau appreciates the Committee's concerns. The Census Bureau and Kang & Lee have met or communicated with the National Asian Pacific American Legal Consortium several times since the July 1999 meeting of this Committee. The Census Bureau recognizes that organizations interested in conducting public campaigns to promote Census 2000 would like to be informed on the placement of TV, radio, and print ads. Because negotiations for advertising time and space cannot be concluded until Congress approves funding for fiscal year 2000, detailed media schedules have not been developed. The Census Bureau is designing a strategy for delivering media plans to interested parties as soon as this information becomes available. We will continue to work with the Consortium to ensure that they are adequately informed and receive information on Census 2000 on a timely basis.

Per our request, Kang and Lee provided us with a glossary of terms, which has been in both draft and final forms provided to the Consortium. To ensure that the glossary gets the widest possible exposure, we have included it as an important element of the publicity tool kit. Tool kit items are on the Internet site (www.2000.census.gov) and will also be provided to regional offices for distribution.

In response to concerns raised by the Advisory Committees and other stakeholders, we are drafting a plan to expand the opportunities to promote the availability of in-language questionnaires, Questionnaire Assistance Centers (QAC), and Language Assistance Guides beyond those that have previously been discussed with this Committee. The additional opportunities may include, for example, adding statements to appropriate in-language print ads created by Y & R to direct readers to sources for assistance, added value opportunities that allow for discussion of these topics, and promotional efforts that can target non-English residents with messages about QACs and language guides. We will share the full plan with the Advisory Committees at the November 1999 meeting.

RECOMMENDATION 15

Increase Public Awareness of Questionnaire Assistance Guides

"The API Committee recommends that the Census Bureau increase the public awareness of the Questionnaire Assistance Guides by placing the toll free 800 number on the pre-census mailing, or by stating on the Census form that the Questionnaire Assistance Guides are available."

Census Bureau Response

The Census Bureau appreciates the Committee's concern about maximizing public awareness of the availability of questionnaire assistance guides. However, we cannot include in the advance letter one central telephone number for any purpose, including the availability of language guides. The volume of calls that would be generated would exceed the capacity of the system and the operators. Instead, the Census Bureau's distribution of the language guides will be served through the ongoing promotional efforts, other advertising and media products provided by the contractors under our direction, the partnership specialist efforts to spread the word on the availability of the guides at the QACs, and the distribution of guides through community leaders and groups. (See response to recommendation No. 14 from this Committee.)

RECOMMENDATION 16

Advertise Availability of Be Counted Forms

"The Be Counted forms are valuable resources to encourage the participation of bilingual people who have not received a census form. The results of the Dress Rehearsal show that the Be Counted forms were underutilized. The API Committee recommends that the Census Bureau develop a plan to advertise the availability of these forms."

Census Bureau Response

The Census Bureau appreciates the Committee's concern. We are greatly concerned that choosing the alternate "Be Counted" questionnaire rather than the mailed questionnaire will diminish coverage of this population. The "Be Counted" form is designed as a last chance opportunity for that small component of the population that may not be included on our address files at the time we mail or deliver the Census 2000 questionnaires. The "Be Counted" program is not designed to be an alternative means of response of those households that receive a questionnaire to complete and mail back. The very best way for households to be included in Census 2000 is to complete and return the questionnaire that is delivered to them.

In order to avoid diluting the Census 2000 primary message, which is for the public to complete and return the questionnaires that they receive, there are no plans to advertise the "Be Counted" program through the media. This will avoid both confusing the respondents and increasing the duplication of forms, which is costly to the census in terms of staff and time. Processing the "Be Counted" forms is conducted manually, and each step has the potential to lose the information for individuals included on these forms. The process includes assigning an address to a census geographic location by matching the address against our geographic database and matching the questionnaires that we can assign to a geographic location to our census address files to determine if the address already is in our files. If the address is in our files, we must run unduplication software to determine whether persons on the questionnaire have been included in the census from other sources. If the address is not in our files, we must dispatch an enumerator to verify its existence. The questionnaire would then be sent to a special unit for translation and transcription to questionnaires for further processing. Finally, the questionnaires must be checked in manually for continued routing through the remaining regular processes to include the information on the form in the Census 2000 data files.

The Census Bureau is producing posters on the availability of "Be Counted" forms at each specific site, which will be distributed through the partnership specialists in conjunction with our partners. Census 2000 partners will be instrumental in communicating the availability of "Be Counted" forms to their constituencies.

RECOMMENDATION 17

Procedures Used for Hiring of Partnership Specialists

"The API Committee commends the Census Bureau for listening to the recommendations of the Advisory Committees on the needs of hiring non-citizens by removing citizenship as a criterion for employment for Census 2000. We would like the Census Bureau to share immediately with us the procedures it used to evaluate and qualify applicants for partnership specialist positions as well as other Census 2000 positions. This will allow the Committee to assist the Bureau in its recruitment efforts more effectively."

Census Bureau Response

Applicants for partnership specialist positions are evaluated on specialized experience (or education where appropriate) related to the duties of the position and the extent to which they meet the evaluation criteria (defined on the recruiting bulletin for each position). Specialized experience is generally experience performing work related to the position. The length of specialized experience will vary depending on grade level. The evaluation criteria will also vary depending upon the area of assignment. As appropriate to the geographic location, the recruiting bulletin may include a requirement for a language proficiency indigenous to the area of assignment, and/or demonstrated ability to establish an effective working relationship with traditionally hard-to-enumerate populations or with specific populations indigenous to the area of assignment, including those with unique cultural, community, or other characteristics. Attached at the end of this Committee's recommendations is a recruiting bulletin for a Community Partnership Specialist for the local commuting area of the Los Angeles Regional Census Center that demonstrates how the evaluation criteria and cultural identification area used. (See attachment API-1.)

Selection procedures for other decennial census positions vary slightly depending on the position type and are outlined below. Once the applicants have met the basic qualification requirements, they are considered in accordance with the prevailing legal requirements for federal positions such as veterans' preference, background investigation clearance, etc.

Graded Positions:

Two-Grade Interval Positions. Census recruiters, and area managers, as well as partnership specialists are examples of two-grade interval positions. In general, all applicants for two-grade interval positions are evaluated on specialized experience and evaluation criteria which are described on the recruiting bulletins.

One-Grade Interval Positions. Positions such as clerks in the Regional Census Centers fall into this category. All applicants for one-grade interval positions must pass a written test.

Administratively Determined (AD) Rate Positions:

Administratively determined rate positions are located primarily in the Local Census Offices (LCOs.)

Non-supervisory: This category primarily includes enumerators, crew leaders, and clerks. Applicants to these positions must complete the Census Employment Inquiry (BC-170) and take and pass the written test "Selection Aid for Non-supervisory Positions."

Supervisory: This category includes the LCO managerial staff as well as field supervisory staff. All are required to complete the BC-170 and to take and pass a written test "Field Employee Selection Aid for Supervisor." Additionally, applicants to LCO managerial positions must meet specific evaluation criteria.

RECOMMENDATION 18

Languages for Questionnaire Assistance Guides

"The API Committee recommends that the Fijian, Marshallese, and Cebuano languages be added to the Questionnaire Assistance Guide list."

Census Bureau Response

The Census Bureau shares the Committee's concern for ensuring the accurate and complete enumeration of linguistically isolated households, including those for which Fijian, Marshallese, and Cebuano are the primary language. The process to produce one language guide including translation, layout, and preparation of camera-ready copy takes from five-to-seven months, plus an additional two-to-three months for printing. To ensure the timely production and distribution of the Language Assistance Guides for Census 2000, the deadline was May 1, 1999. The Language Assistance Guides for 49 languages currently are in production, and we regret that we cannot add any guides to this production process.

However, partnership specialists and field staff in the Regional Census Centers have been working with our partners to identify other languages that may need additional support. We understand that members of the Native Hawaiian and Other Pacific Islander Subcommittee are seeking translation resources for some of the census materials, the Census Bureau will be happy to provide the Subcommittee and our partners with the English text of the Language Assistance Guides for them to translate. At the November 1999 meeting, we would be willing to discuss with the Subcommittee how we could work with them on the reproduction and/or distribution of guides using the Fijian, Marshallese, and Cebuano translations.

Partnership Specialist
GG-301-12/Schedule A

MR-SD0137
ATTACHMENT API 1

Introduction

This position is located in any one of Field Division's regional census centers (RCAS) or other field offices set up for Census 2000.

This is a temporary Schedule A, Excepted Service position established for the conduct of Census 2000 in accordance with the provisions of Title 13 of the United States Code. The not-to-exceed date for this position is 09/30/01.

FLA

The incumbent of this position is exempt from coverage under the Fair Labor Standard Act.

Duties and Responsibilities

The incumbent of this position serves as a Partnership Specialist who is responsible for establishing relationships and agreements with state/local governments, and/or local business and community groups to carry out specific activities in support of Census 2000. He/she is assigned to one or more of the major areas associated with the assignment (s) sited above and may, but not necessarily be handling all of these assignments simultaneously. The emphasis of work will shift depending upon the area to which assigned, and the phase and critical timing of the Census 2000. He/she must be able to perform effectively and efficiently under stringent time constraints, and have the ability to deal effectively with a variety of personnel within and outside the office.

Initiates partnership agreements to assist the Census Bureau in implementing various census operations, such as: the Tiger Improvement Addresses program; Program for Address List Supplementation; Local Census update of Census Addresses program; Complete Count Committees; the "Be Counted" program; outreach and promotion; neighborhood, organization, and /or government based complete count committees; recruiting ; questionnaire assistance; and post census activities. In addition, working with the RBC and Local Census Office (LAO) staff, obtains free space for the LAO data collection activities; obtains assistance with local recruiting effort.

Identifies potential neighborhood businesses, local community groups, religious organizations, and community "gate keepers" to develop partnerships that will have a positive impact on Census 2000 data collection activities.

Works with state, local and tribal governments, as well as in regional and/or community and neighborhood organizations, corporations, businesses, business/civic groups and all levels of local employers and develops strategies and/or approaches that are specific to each state, local and tribal governments, community, neighborhood or regional corporations, businesses, business/civic groups and all levels of local employers in order to obtain their support and participation, resulting in partnership agreements that will facilitate Census 2000 strategies and eliminate enumeration barriers for the locality.

Develops and conducts presentations for state, local and tribal governments, regional and/or local corporations, businesses, business/civic groups, religious organizations and all levels of local employers to orient them to Census 2000 activities, and the partnership strategy. Keeps local/regional government official and others informed of Census 2000 activities and explains the impact that Census 2000 will have on their constituents.

As appropriates to the geographic location, the incumbent must be proficient in a language other than English indigenous to the area of assignment to accomplish the mission and goals of the Bureau; and/or is responsible for establishing an

effective working relationship with traditionally hard to enumerate populations or with specific populations indigenous to the area of assignment, including those with unique cultural community, religious, or other characteristics.

Oversees the partnership agreements to ensure activities on all levels are carried out, resolves problems encountered, and determines the need for renegotiation. Addresses questions, concerns and issues related to current and potential partners and stakeholders.

Coordinates local/government partnership activities with national partnership efforts, other partnership specialist, the media specialists, RBC staff and LAO staff. Conducts meetings to orient and update RBC and LAO staff on the status of Census 2000 partnerships.

May serve as a team leader for other partnership specialists within their assigned area.

Factor 1 - Knowledge Required by the Position FL 1-7 1250 its.

Knowledge of Federal, state, local, and tribal governments' and/or local business and community groups organizational structures and functions to establish partnership agreements that will benefit Census 2000 activities.

Knowledge of presentation methods and techniques necessary to give briefings, conduct meetings and promote partnerships with state, local and tribal governments and/or with local businesses and community groups for the Census 2000.

Skills to effectively negotiate with sometimes reluctant, Federal, state, local, and tribal governments and/or local businesses and community groups in order to persuade them to support Census 2000 through partnerships.

Knowledge of the decennial census processes, operations, and activities to identify and define potential areas of partnership; and to recommend improvements to the program.

Knowledge of the theories and concepts of decennial census terminology, geography, operations, data and data uses to demonstrate how successful results of Census 2000 would benefit the Federal, state, local, and tribal governments and/or local businesses and community groups in order to gain their support and participation as partners.

Factor 2 - Supervisory Controls FL 2-4 450 its.

The supervisor and incumbent develop overall project objectives. The incumbent is responsible for independently carrying out all duties, administrative and programmatic, for an assigned area. Coordinates the work with others, interpreting policy in terms of established objectives, and the methods and techniques to be employed. Keeps the supervisor informed of progress, potential controversies, or issues involving policy matters beyond the incumbent's control.

Factor 3 - Guidelines FL 3-4 450 its.

Administrative guidelines, including suggested partnership models and activities, are available but very general in nature and may be of limited use in assignment areas. The incumbent uses initiative and judgement when deviating from specified program models and traditional methods when developing and implementing new partnership agreements.

Factor 4 - Complexity FI 4-4 225 its.

The work involves a variety of duties that require the incumbent to: assess diverse situations; determine the best approach to use with the different governments, and/or local businesses and community groups and all levels of officials/leaders; and use persuasion skills to obtain participation. Solutions to problems encountered require a high level of technical skill, knowledge, and judgement. As circumstances change, the incumbent must make decisions on the appropriate course of action to require.

Factor 5 - Scope and Effect FL 5-4 225 its.

The purpose of the work is to analyze an assignment area and to set up partnership agreements and activities unique to each government entity and/or business and local community that will meet the needs of both the Census Bureau and the partner. When presenting information, it must be done in such a manner that conveys the importance of Census 2000 and persuades the listener that cooperation with the Census Bureau is in their locality's best interest. The work affects the successful implementation of Census 2000 in the incumbent's assignment area.

Factors 6 - Personal Contracts FL 6 - 3 60 its.

The contacts are with various levels of government officials, and/or business and local community groups, regional office and local Census Bureau staff concerning partnerships for Census 2000.

Factor 7 - Purpose of Contacts FL 7 - 3 120 its.

The purpose of the contracts is to influence and motivate government officials and/or business and community leaders to form partnerships with the Census Bureau to facilitate the successful implementation of Census 2000. Incumbent is skillful in gaining access to uncooperative officials and negotiating their participation in the decennial census.

Factor 8 - Physical Demands FL 8 - 2 20 its.

The incumbent will occasionally be required to carry objects weighing up to 30 pounds. He/She will also set up displays and arrange rooms for presentations.

Factor 9 - Work Environment FL 9 - 1 5 its.

The work is performed in an office-type setting, as well as out in the community in all weather conditions.

Total 2805 pts.

RECOMMENDATIONS OF THE CENSUS ADVISORY COMMITTEE ON THE HISPANIC POPULATION MADE AS A RESULT OF THE MEETING ON JULY 15-16, 1999

The Census Advisory Committee on the Hispanic Population made the following Recommendations to the Director, U.S. Census Bureau, during its meeting on July 15-16, 1999. Comments showing the responses and actions taken or to be taken by the Census Bureau accompany each recommendation.

RECOMMENDATION 1

Include Puerto Rico as a Test Site

"The Hispanic Advisory Committee appreciates the half-day session organized by the Census Bureau to discuss issues relating to the Island of Puerto Rico. In light of the testimony at this session, we recommend that the Census Bureau include Puerto Rico among the locations used for all of the Bureau's testing for future decennial enumerations and for the American Community Survey."

Census Bureau Response

The Census Bureau appreciates the Committee's recommendation and will consider Puerto Rico as a candidate test site for future decennial enumerations and the American Community Survey (ACS). Our current plans are to conduct a mail-out/mail-back data collection test in Puerto Rico, for the ACS during the fiscal year 2001.

We cannot make a determination at this point, whether Puerto Rico will be selected as a test site for future decennial enumerations. The Census Bureau designs its testing program to assess the effectiveness and feasibility of alternative census or survey designs and/or new methodologies.

First, the specific objectives of each test are defined. That is, we have to identify the specific design alternatives or methods to be evaluated. The next step in the process is to define criteria to select the sites that would be more suitable for testing the chosen designs or methods. These sites also must be representative of similar areas in the country so that the Census Bureau can make inferences about methods and procedures for the majority of the country from a limited number of testing sites.

RECOMMENDATION 2

Develop Procedures to Send Non-English Forms to Stateside Callers

"We are encouraged to hear that the Census Bureau has found a way in Puerto Rico to utilize the Telephone Assistance Centers to mail English questionnaires to callers who request them. We encourage the Bureau to utilize these procedures to develop a method to send non-English forms to stateside callers who request them in the future censuses."

Census Bureau Response

The Census Bureau appreciates the Committee's recommendation and shares the Committee's concern for facilitating non-English speaking persons' response to the census. The Bureau will evaluate the procedures employed in Puerto Rico to send non-English language forms to callers who request them for future censuses.

RECOMMENDATION 3

Educate Population in Puerto Rico about Mail Back Procedures and Changes in the Census Form

"The Hispanic Advisory Committee recommends that the Census Bureau and its partners utilize all available means to educate the population of Puerto Rico about the changes in the decennial questionnaire regarding the Hispanic origin and race questions and also the utilization of a mail back procedure."

Census Bureau Response

The Census Bureau appreciates the Committee's interest in the Census 2000 program for Puerto Rico. A major emphasis of the promotion and advertising campaign for Puerto Rico is that respondents will receive a questionnaire package and will be asked to complete the questionnaire and mail it back. For example, the advertising campaign designed for Puerto Rico emphasizes the mail-back procedure by encouraging residents to "make sure [they] send it in the mail" and by including pictures of people doing so in the TV commercials. The Census in Schools materials contain samples of the questions from the questionnaire, as well as information about the mail-back procedures in Puerto Rico. Also, our partnership specialists are working with the communities to create an awareness that for the first time, respondents will be asked to mail back the questionnaires.

The Census Bureau has prepared a fact sheet that describes the Hispanic origin and race questions and explains how the respondents can answer them. The partnership specialists will use the fact sheet to explain the purpose of these questions and educate the community about their response options.

RECOMMENDATION 4

Marketing Strategy for Census Information Centers

"Since the Census Bureau has reported the need to increase community awareness and knowledge of the Census Information Centers (CICs) and plans to develop a marketing strategy for the CICs, the Hispanic Advisory Committee recommends that the Bureau conduct a survey of the Census Information Centers' data users in order to acquire relevant information for marketing purposes."

Census Bureau Response

It would be difficult to successfully survey the CICs' data users because information is not readily available on the data users. However, over the past several months, Census Bureau staff visited most of the CICs. The goal was to gather information about their capabilities as well as information about the types of data and other services they provide their users, clients, or members. We will use that information as we develop a plan to market the CICs. Also, as a result of these visits, the Customer Liaison Office has developed a marketing booklet for use by the CICs and other interested parties that includes program history, program requirements, and a description of each organization that currently comprises the CIC network. It is believed that with this booklet, data users, as well as CICs, will understand the range of expertise available throughout the network. We expect this to facilitate a range of mutually positive outcomes including enhancing the program's ability to attract research support, public support and understanding, and financial support in various forms. We will continue discussions of the program with the Census Advisory Committees on the Race and Ethnic Populations and the CICs and will continue to consult with the CICs on this matter.

RECOMMENDATION 5

Maximize Response Rate Through Questionnaire Assistance Centers and Be Counted Forms

"The Hispanic Advisory Committee strongly encourages the Census Bureau to utilize fully all approaches that will maximize the number of responses from non-English speaking households through Questionnaire Assistance Centers and Be Counted forms. We suggest that the advertising campaigns and community partnership efforts include messages that inform non-English speaking persons of the availability and process of securing non-English Census forms."

Census Bureau Response

The Census Bureau shares the Committee's concern about maximizing the response rate. The very best way for households to be included in Census 2000 is to complete and return the questionnaire that is delivered to them. We have developed a comprehensive automated system for tracking and processing the questionnaires in a timely manner. This system also provides the best opportunity for linguistically isolated households to be included. We plan to make readily available Language Assistance Guides in 49 languages to help individuals complete the census questionnaires that have been delivered to them.

Questionnaire Assistance Centers (QACs). At 15,000 of the QACs, a paid census employee will be on hand to help respondents.

In response to concerns raised by the Advisory Committees and other stakeholders, we are drafting a plan to expand the opportunities to promote the availability of QACs and Language Assistance Guides beyond those that have previously been discussed with this Committee. The additional opportunities may include, for example, adding statements to appropriate in-language print ads to direct readers to sources for assistance, added value opportunities that allow for discussion of these topics, and promotional efforts that can target non-English residents with messages about QACs and language guides. We will share the full plan with the Advisory Committees at the November 1999 meeting.

Concerning the “Be Counted” form, we are greatly concerned that choosing the alternate questionnaire rather than the mailed questionnaire will diminish coverage of this population.

The “Be Counted” form is designed as a last-chance opportunity for that small component of the population that may not be included on our address files at the time we mail or deliver our “regular” questionnaires. The “Be Counted” program is not designed to be an alternative means of response of those households that receive a questionnaire to complete and mail back.

In order to avoid diluting the Census 2000 primary message that emphasizes that the public complete and return the questionnaire they receive, there are no plans to advertise the “Be Counted” program through the media. This will avoid both confusing the respondents and increasing the duplication of forms, which is costly to the census in terms of staff and time. Processing the “Be Counted” forms is conducted manually, and each step has the potential to lose the information for individuals included on these forms. Thus, we believe that the data for persons who respond in these ways will be less accurate than the information for persons who respond by mail and go through our automated control and processing system.

The process includes assigning an address to a census geographic location by matching the address against our geographic database and matching the questionnaires that we can assign to a geographic location to our census address files to determine if the address already is in our files. If the address is in our files, we must run unduplication software to determine whether persons on the questionnaire have been included in the census from other sources. If the address is not in our files, we must dispatch an enumerator to verify its existence. The questionnaire would then be sent to a special unit for translation and transcription to questionnaires for further processing. Finally, the questionnaires must be checked in manually for continued routing through the remaining regular processes to include the information on the form in the Census 2000 data files.

The Census Bureau is producing posters on the availability of “Be Counted” forms that will be distributed through the Partnership Specialists in conjunction with our partners and will be placed in prominent areas where local residents may read them.

RECOMMENDATION 6

Endorsement of Use of Adjusted Population Counts

“The Hispanic Advisory Committee strongly endorses the use of the adjusted population counts through the Accuracy and Coverage Evaluation’s integration with enumeration results for purposes of developing redistricting plans and allocating government funds.”

Census Bureau Response

The Census Bureau appreciates the Committee’s position and will produce estimates adjusted for coverage errors. Users of the data, such as state and local governments, will determine which counts are more appropriate for their own purposes. We expect that these adjusted data will be the most accurate.

RECOMMENDATION 7

Language Program for 2010 Census

"The Hispanic Advisory Committee recommends that the Census Bureau utilize the Census 2000 enumeration to acquire information and to develop plans for a more extensive language program for the 2010 Census. We also request that the Bureau update us on these plans at the next meeting."

Census Bureau Response

As we have stated previously, the plans for the 2010 Research and Development program include reaching special populations as well as promotion and outreach that will address a language program. Along with other procedures, we will assess the feasibility of various methods, including mail-out/mail-back procedures and language questionnaires for enumerating linguistically diverse populations.

We will be happy to update the Committee on the progress of this effort at future meetings as appropriate.

RECOMMENDATION 8

Appreciation for Efforts Involving Selection of Building Awareness Poster

"The Hispanic Advisory Committee commends the diligent efforts of Paula Schneider and Nampeo McKenney in acquiring the approval of our Committee's selection for the census awareness poster for the Hispanic population."

Census Bureau Response

We appreciate the Committee's commendation.

RECOMMENDATION 9

Charter Renewal

"At the last REAC meeting on March 16-17, 1999, the Hispanic Advisory Committee recommended to extend the charter for the Advisory Committees on Race and Ethnic Populations to allow the Committees to review and make recommendations on post April 1, 2000 operations relating to the Census 2000 as well as the American Community Survey and the 2010 Census. The Hispanic Advisory Committee recommends that the Commerce Department and the Census Bureau fully re-charter the Committees beyond the expiration date in order for it to continue to serve as an advisory body."

Census Bureau Response

The Department of Commerce and the Census Bureau certainly believe that it would be very beneficial for future planning to have the Committees' views on Census 2000 operations. Therefore, we have started the work for the rechartering of the Committees prior to their expiration in February 2000.

RECOMMENDATION 10

Confidentiality of Census Responses

"The Hispanic Advisory Committee is concerned that the confidentiality of census responses is not being adequately communicated. We therefore recommend that the Bureau utilize to a greater extent both advertising and partnerships to transmit this message."

Census Bureau Response

The Census Bureau appreciates the Committee's concerns. Confidentiality is a major thread of the advertising messages to both general audiences and special populations. The Bravo Group (the ad agency responsible for the Hispanic campaign) has included the issue of confidentiality in most of its TV, radio, print, and out-of-home advertisements. A poster on confidentiality is being produced in English and Spanish. It will be distributed by partnership specialists in conjunction with Census 2000 partners and displayed in prominent places where local residents may read them. Information about confidentiality is included in "Making Sense of Census 2000," the teaching kit in the Census in School program, as well as the take-home materials to be shared with parents.

RECOMMENDATION 11

Response to Race and Hispanic Origin Questions

"Concerning the race and Hispanic origin questions, the Hispanic Advisory Committee recommends that the Census Bureau:

1. Implement a more extensive program to educate respondents about the proper manner to respond to these questions; and
2. Develop plans to research methods to reduce the incidence of nonresponse to the race question."

Census Bureau Response

We are using a variety of methods in approaching the task of educating respondents about the proper manner to respond to the questions on race and Hispanic origin.

1. The questionnaire itself has instructions that respondents are to answer both the question on Hispanic origin and the question on race.
2. We have developed a fact sheet that explains the purpose and uses of data from the questions on Hispanic origin and race, as well as the importance of responding to both these questions.
3. Partnership specialists will play an important role in this education process, informing our partners and the community about the reason for, and the need to, respond to both questions.
4. Our national and targeted advertising campaigns provide an opportunity to inform people of the importance of each question and the need to answer all the questions.
5. The Census Bureau has included "frequently asked questions" on the Census 2000 web site; several questions specifically address this issue.
6. The training materials developed for Census 2000 enumerators emphasize that enumerators are required to read each question as worded on the census form. Enumerators are instructed to inform respondents to answer both the question on Hispanic origin and the question on race.

We are hopeful that the measures outlined above will prove successful. However, we certainly plan to monitor and evaluate responses to both questions during Census 2000 and to evaluate methods for improving response rates.

RECOMMENDATION 12

Increase Response Rate of Central Americans

“The Salvadoran-American National Network (SANN) and the Guatemalan American Network (GUATENET) should be enlisted by the regional staff of the Census Bureau to increase the number of Central Americans responding to the census.”

Census Bureau Response

SANN and GUATENET will be invited to become partners of Census 2000. In addition, the organizations and their primary focus, listed below, will be invited to partner with the Census Bureau. The Census Bureau welcomes suggestions from the Committee on other organizations or contacts that can assist in reaching Central American populations.

- Central America Information Center (information clearinghouse and catalyst for public debate on Central American issues).
- Teachers Committee on Central America (curriculum on Central America for use in American public schools).
- Ecumenical Program on Central America and the Caribbean (public education projects on socioeconomic problems on Central America and the Caribbean).
- El Rescate (Central American refugees in Southern California).
- Documentation Exchange (information clearinghouse with an emphasis on Central America).
- Community Action on Latin America (development of knowledge regarding U.S.-Latin American relations).
- Task Force on Latin America and the Caribbean.
- Neighbor to Neighbor (health care issues of Central Americans in the United States).

RECOMMENDATION 13

Increase Response Rate of South Americans

“We recommend that outreach activities to increase the number of Central Americans participating in the census should also be replicated to target South Americans.”

Census Bureau Response

The Census Bureau appreciates the Committee’s recommendation on targeting South Americans. The following organizations, listed below, focused on the Latin America community will be invited to become Census 2000 partners. Although the organizations do not provide outreach exclusively to people of South American heritage, partnerships will be sought for the purpose of creating new networks that can be helpful in expanding community awareness regarding Census 2000. The Census Bureau welcomes suggestions from the Committee on other organizations that can assist in reaching South American populations.

Association of Teachers of Latin American Studies
Conference on Latin American History
Labor Council for Latin American Advancement
Latin American Management Association
Latin Business Association
National Latina Health Organization
North American Congress on Latin America
National Latina Caucus
Pan-American Cultural Circle

Appendix B

AGENDA

Meeting of the Census Advisory Committee on the Hispanic Population

**July 14, 1999
Sheraton Reston Hotel
11810 Sunrise Valley Drive
Reston, VA 20191
(703) 620-9000
Room 3**

7:30 - 8:00 a.m.	Coffee
8:00 - 8:10 a.m.	Opening Remarks <i>Nampeo McKenney, Senior Research and Technical Advisor for Special Populations and Census Advisory Committees Anthony Chavez, Hispanic Committee Chair Arthur Dukakis, Regional Director</i>
8:10 - 9:30 a.m.	Census 2000 Operational Plan for Puerto Rico <i>Idabelle Hovland, Chief, Puerto Rico and Island Areas Branch Hector Feliciano, Area Manager from Puerto Rico</i>
9:30 - 10:45 a.m.	Recruiting and Hiring <i>Hector Feliciano, Area Manager from Puerto Rico</i>
10:45 - 11:15 a.m.	Partnership Program <i>Brenda August, Chief, Partnerships and Data Services Branch, Office of Associate Director for Field Operations Mayra Ramos, Partnership Specialist</i>
11:15 - 11:50 a.m.	Marketing/Promotional Campaigns (Poster and Census In Schools Program) <i>Jennifer Marks, Assistant Division Chief, Census 2000 Publicity Office Kimberly Crews, Chief, Promotion Branch, Census 2000 Publicity Office</i>
11:50 - 12:00 p.m.	Public Comment
12:00 - 1:15 p.m.	Working Lunch Discussion Topic: Census Information Centers Program <i>Stan Rolark, Chief, Customer Liaison Office Rhonda Carney, Coordinator, Census Advisory Committees Robert Nygaard, American Indian and Alaska Native Committee Chair Anthony Chavez, Hispanic Committee Chair</i>

AGENDA

Meeting of the Census Advisory Committee on the American Indian and Alaska Native Populations

July 14, 1999
Sheraton Reston Hotel
11810 Sunrise Valley Drive
Reston, VA 20191
(703) 620-9000

12:00 - 1:15 p.m.	Working Lunch Discussion Topic: Census Information Centers Program <i>Stan Rolark, Chief, Customer Liaison Office</i> <i>Rhonda Carney, Coordinator, Census Advisory Committees</i> <i>Robert Nygaard, American Indian and Alaska Native Committee Chair</i> <i>Anthony Chavez, Hispanic Committee Chair</i>
1:15 - 1:35 p.m.	Update Customer Liaison Office Roll of Program Administrator <i>Stan Rolark, Chief, Customer Liaison Office</i>
1:35 - 2:45 p.m.	Map Requirements for Census 2000 (Data Dissemination) <i>Tim Trainor, Geography Division</i> Update on Geographic Programs <i>Joe Marinucci, Geography Division</i>
2:45 - 3:15 p.m.	Update on Alaska Native Enumeration <i>Jeanne Benetti, Field Division</i>
3:15 - 4:30 p.m.	American Indian and Alaska Native Program Partnership with Local Tribes Video Presentation: <i>Census 2000 Tribal Governments Conferences</i> <i>Sydnee Chattin-Reynolds, Field Division</i>
4:30 - 5:00 p.m.	Update on Advertising <i>Curtis Zunigha, AIAN Committee Member</i>
5:00 - 5:15 p.m.	Public Comment
5:15 p.m.	Adjourn

AGENDA

Meeting of the Census Advisory Committees on the African American, American Indian and Alaska Native, Asian and Pacific Islander, and Hispanic Populations

**July 15-16, 1999
Sheraton Reston Hotel
11810 Sunrise Valley Drive
Reston, VA 20191
(703) 620-9000**

Thursday, July 15, 1999

8:45-9:00 a.m.	Coffee
9:00-9:45 a.m.	Introductory Remarks and Updates - Ballrooms A & B <i>Kenneth Prewitt, Director</i>
9:45 - 11:30 a.m.	COMMITTEE CONCURRENT SESSIONS (See reverse side)
11:30-12:45 p.m.	Lunch - Hotel Restaurant - 57th Street Grill PLENARY SESSION - Ballrooms A & B
12:45 a.m. - 1:30 p.m.	Dress Rehearsal Evaluations <i>Cynthia Z.F. Clark, Associate Director for Methodology and Standards</i>
1:30-2:15 p.m.	Update on Census 2000 Operational Plan - Key Operations <i>John Thompson, Associate Director for Decennial Census</i>
2:15-2:30 p.m.	Break
2:30-3:15 p.m.	Update Census 2000 Field Operations <i>Marvin Raines, Associate Director for Field Operations</i>
3:15-5:15 p.m.	Committee Concurrent Sessions (See reverse side)
5:15 p.m.	Adjourn

COMMITTEE CONCURRENT SESSIONS
Chaired: Committee Chairs

Thursday, July 15	AFRICAN AMERICAN	AMERICAN INDIAN and ALASKA NATIVE	ASIAN and PACIFIC ISLANDER	HISPANIC
Time of Sessions	Room 3 Chair: Kermitt Waddell	Room 4 Chair: Robert Nygaard	Room 7 Chair: Margaret Chin	Ballrooms A & B Chair: Anthony Chavez
9:45-11:30 a.m.	Committee Discussions: Issues from the last meeting Review of Committee Recommendations and Responses Report from Tabulation Working Group on Redistricting Update on CIC Annual Meeting. (Jacksonville, FL) Update on Building Awareness Poster Briefing by Chair on Committee Membership and other Committee Business	Committee Discussions: Issues from the last meeting Review of Committee Recommendations and Responses Coding of American Indian Tribes A.C.E. Estimation Status Report of State Recognized Tribes Update on Building Awareness Poster Report from Tabulation Working Group on Redistricting	Committee Discussions: Recognition of new Committee Members Issues from the last meeting Review of Committee Recommendations and Responses Report from Tabulation Working Group on Redistricting Status on Hiring of Partnership Specialists Update on Translation of Promotional Materials Briefing by Chair on Committee Membership and other Committee Business Update on Language Program	Committee Discussions: Recognition of new Committee Members Issues from the last meeting Review of Committee Recommendations and Responses Update on Building Awareness Poster Evaluation of Language Program Report from Tabulation Working Group on Redistricting Briefing by Chair on Committee Membership and other Committee Business

Thursday, July 15	AFRICAN AMERICAN	AMERICAN INDIAN and ALASKA NATIVE	ASIAN AND PACIFIC ISLANDER	HISPANIC
Time of Session	Room 3 Chair: Kermitt Waddell	Room 4 Chair: Robert Nygaard	Rooms 6 & 7 Chair: Margaret Chin	Ballrooms A & B Chair: Anthony Chavez
3:15-5:15 p.m.	Review Topics for Next Day Discussions Status on Hiring of Partnership Specialists Update on Creative Review Input on Community Events	Review Topics for Next Day Discussions Use of Mascots Status on Hiring of Partnership Specialists Update on Creative Review Input on Community Events Briefing by Chair on Committee Membership and other Committee Business	Asian Subcommittee (Rm. 7) Update on Building Awareness Posters Update on Creative Review Update on CIC Annual Meeting (Jacksonville, FL) Update on Translation of Promotional Materials Input on Community Events Review Topics for Next Day Discussions Native Hawaiian and Other Pacific Islanders Subcommittee (Rm. 6) Election of Subcommittee Chair Review Topics for Next Day Discussions Update on Hawaiian Homelands Update on Building Awareness Poster Update on CIC Annual Meeting (Jacksonville, FL) Update on Creative Review Input on Community Events	Review Topics for Next Day Discussions Update on Creative Review Update on Criteria for Questionnaire Assistance Centers and Training of Staff Status on Hiring of Partnership Specialists Input on Community Events

Friday, July 16, 1999

8:30-8:45 a.m.	Coffee
s A & B	Plenary Session - Ballroom
8:45-9:00 a.m.	Remarks
9:00-10:00 a.m.	Committee Discussion and Update on Census 2000 Advertising Campaign <i>Jennifer Marks, Assistant Division Chief for Census 2000 Publicity Office</i> <i>Kimberly Crews, Chief, Promotion Branch, Census 2000 Publicity Office</i> <i>Chair: Aileen Lucero (HISP)</i>
10:00-11:00 a.m.	Some Findings from the 2000 Census Dress Rehearsal Race and Ethnicity Data <i>Jorge del Pinal, Assistant Division Chief, Population Division</i> <i>Chair: Paul Ong (API)</i>
11:00-11:15 a.m.	Break
11:15-12:00 p.m.	Accuracy and Coverage Evaluation Survey <i>Howard Hogan, Chief, Decennial Statistical Studies Division</i> <i>Chair: Matthew Snipp (AIAN)</i>
12:00-2:00 p.m.	Committee Concurrent Session and Working Lunch
2:00 - 2:15 p.m.	Public Comment
2:15-3:00 p.m.	Plenary Session- Ballrooms A & B <i>The Proposed Diversity Plan</i> <i>Nancy A. Potok, Principal Associate Director and Chief Financial Officer</i> <i>Chair: Juliette Thorpe Okotie-Eboh</i>
3:00-3:15 p.m.	Break
3:15-3:45 p.m.	Committee Recommendations
3:45 p.m.	Adjourn

COMMITTEE CONCURRENT SESSIONS

Friday, July 16	AFRICAN AMERICAN Room 3 Chair: Kermitt Waddell	AMERICAN INDIAN and ALASKA NATIVE Room 4 Chair: Robert Nygaard	ASIAN AND PACIFIC ISLANDER Room 6 & 7 Chair: Margaret Chin	HISPANIC Ballrooms A & B Chair: Anthony Chavez
12:45-2:00 p.m.	Draft Recommendations	Draft Recommendations	Draft Recommendations	Draft Recommendations

Appendix C
Bureau Personnel Present
(Asterisk [*] indicates Committee Liaisons)

Director's Office

Kenneth Prewitt, Director
Ellen Lee, Executive Assistant
Steven J. Jost, Associate Director for Communications
LaVerne V. Collins, Assistant to the Associate Director for Communications
Nancy A. Potok, Principal Associate Director and Chief Financial Officer
Deborah Eichhorn, Senior Management Analyst
Paula J. Schneider, Principal Associate Director for Programs
Nampeo McKenney, Senior Research and Technical Advisor
Lowanda Rivers
Marvin D. Raines, Associate Director for Field Operations
Carol VanHorn, Special Assistant
Michael J. Weiler, Special Assistant
TaShunna Marshall
John H. Thompson, Associate Director for Decennial Census
Preston Jay Waite, Assistant to the Associate Director for Decennial Census
Nancy M. Gordon, Associate Director for Demographic Programs
Cynthia Z. F. Clark, Associate Director for Methodology and Standards

Administration and Customer Services Division

Anna Holaus
Michael Lucas
Carol McDaniel
Janet Paul

Census Advisory Committees and Special Populations Liaison Office

*Rhonda Carney, Census Advisory Committee Coordinator
Ellen Flannery Griffith
Mia Huff
Sue Knight
Nancy Miller

Census 2000 Publicity Office

Kenneth Meyer, Chief
Jennifer Marks, Assistant Chief
Kimberly Crews, Chief, Educational Partnership Branch
Kim Higginbotham
Lillian Moy
Kendall Oliphant
Solomona Aoelua
Judy Waldrop
Elaine Quesinberry

Congressional Affairs Office

Stephanie Goodman

Customer Liaison Office

Stanley Rolark, Chief
Russell Davis
LaSahaunne Graves
Wayne Kei
William M. Millett
Debra Spinazzola
*Thelma Stiffarm

Decennial Management Division

Carolee Bush, Special Assistant
Teresa Angueira, Assistant Chief
Idabelle B. Hovland, Branch Chief
*Lourdes Flaim, Branch Chief
Paulette Lichtman-Panzer, Branch Chief
Bettye Moohn, Branch Chief
Maria E. Urrutia, Branch Chief
Carol Briggs
Linda Brudvig
Wallace Fraser
Eloise Parker
Ann Quarzo
Monica Rodia
Sherri Walker

Decennial Statistical Studies Division

Howard Hogan, Chief
Raj Singh, Assistant Chief
David Whitford, Assistant Chief
*Jimmie Scott, Branch Chief
*Joy Aso
Beth Centrella
Roxanne Feldpausch
Debbie Griffin
Maria Cupples Hudson

Demographic Statistical Methods Division

Kenneth Bryson
Nancy Torrieri

Equal Employment Opportunity Office

Carol A. Shaw, Chief

Field Division

Brenda August, Chief, Partnership
Arthur Dukakis, Boston Regional Director
Hector Feliciano, Puerto Rico Area Manager
Jeanne Benetti
Sydnee Chattin-Reynolds
Brenda Holmes
Maxine Judkins

Kathy Maney
Mayra I. Ramos Miño
Cheryl L. Querry
Lourdes Tinajero
Sara E. Vidal

Financial and Administrative Systems Division

Joseph A. Norvell

Geography Division

Robert LaMacchia, Assistant Chief
Joseph Marinucci, Chief, Geographic Areas Branch
Timothy Trainor, Chief, Cartographic Operations Branch
Vincent E. Osier
Jamie Rosenson

Governments Division

Gordon Green, Chief

History Staff

George Gatewood
Jason Gauthier
David Hendricks
Micahel Hovland
David M. Pemberton

Population Division

John F. Long, Chief
Jorge del Pinal, Assistant Chief
Louisa Miller, Assistant Chief
Campbell Gibson, Demographic Advisor
Claudette Bennett, Chief, Racial Statistics Branch
Karen Humes
Paula Vines

Planning, Research, and Evaluation Division

David L. Hubble, Assistant Chief, Evaluation

Public Information Office

Bryan Niemi
Bey-Ling Sha

Service Sector Statistics Division

Jeanette Mon, Special Assistant

Statistical Research Division

Leslie A. Brownrigg

Appendix D

July 15, 1999

MEMBERSHIP LIST CENSUS ADVISORY COMMITTEE ON THE AFRICAN AMERICAN POPULATION

Mr. Amos C. Brown, III

6264 LaPas Trail
Indianapolis, IN 46268
Term Expiration: November 1999
(317) 293-9600 - w
(317) 328-3870 - fax

Dr. Robert B. Hill (Chair-elect)

Senior Researcher
Westat
1650 Research Boulevard
RA 1300
Rockville, MD 20850
(301) 738-3534 - w
(202) 554-4459 - fax
e-mail: HILLR1@westat.com - w
e-mail: rhill4459@aol.com - h

Dr. James S. Jackson

Research Center for Group Dynamics
Institute for Social Research
University of Michigan
P.O. Box 1248
Ann Arbor, MI 48106-1248
Term Expiration: November 1999
(734) 763-2491 - w
(734) 763-0044 - fax
e-mail: Jamessj@umich.edu

FED/EX MAILING ONLY

Do not use the P.O. address but
substitute with:

426 Thompson St.
University of Michigan
Ann Arbor, MI 48106-1248

Mr. John Johnson

News Director, WTOK TV
P.O. Box 29883
Meridian, MS 39302
Term Expiration: November 1999
(601) 693-1441 - w
(601) 483-3266 - fax

FED/EX MAILING ONLY

815 - 23rd Avenue
Meridian, MI 39301

Dr. L. Patricia Johnson

President, Creative Marketing, Inc.
#7 Finch Trail
Atlanta, GA 30308
Term Expiration: November 2000
(404) 522-6422 - w
(404) 523-0751 - fax

Dr. Juliette Thorpe Okotie-Eboh

The Detroit Medical Center
Vice President
Corporate Public Affairs
Orchestra Place
3663 Woodward Avenue, Suite 200
Detroit, MI 48201-2403
Term Expiration: November 2000
(313) 578-2036 - w
(313) 578-3957 - fax
e-mail: jokotie@dmc.org

Ms. Diane Powers

The WidmeyerBaker Group, Inc.
Director of Communications
1875 Connecticut Avenue, NW Suite 800
Washington, DC 20009
Term Expiration: November 2000
(202) 667-0901 X175 - w
(202) 667-0902 - fax
e-mail: dianep@twbg.com

Ms. Barbara Sabol

W.K. Kellogg Foundation
One Michigan Avenue East
Battle Creek, MI 49017-4055
Term Expiration: November 2000
(616) 969-2020 - w
(616) 969-2127 - fax
e-mail: bjs@wkkf.org

Kermitt Nathaniel Waddell, Esq.(Chair)

President/CEO
Economic Development Center of the Carolinas Waterford Center
800 Clanton Rd., Suite U
Charlotte, NC 28217
Term Expiration: November 1999
(704) 529-5515 - w
(704) 529-5415 - fax

Ex Officio Member:**Ms. Marisa Demeo**

1518 K Street, NW, Suite 410
Washington, DC 20005
(202) 628-4074 - w
(202) 393-4206 - fax
e-mail: MJDemeo@aol.com

Mr. Jimmie Scott

Committee Liaison
Room 2120-2
(301) 457-4210 - w
(301) 457-4580 or 2478 - fax
e-mail: Jimmie.B.Scott@ccmail.census.gov

Ms. Rhonda Carney

Coordinator
Census Advisory Committees
on the Race and Ethnic Populations
Room 3619-3
(301) 457-4047 - w
(301) 457-8608 - fax
e-mail: Rhonda.G.Carney@ccmail.census.gov

Ms. Nampeo McKenney

Senior Program and Technical Advisor
Room 3631-3
(301) 457-2075 - w
(301) 457-2642 - fax
e-mail: Nampeo.R.McKenney@ccmail.census.gov

MEMBERSHIP LIST
CENSUS ADVISORY COMMITTEE ON THE AMERICAN INDIAN AND
ALASKA NATIVE POPULATIONS

Ms. Glenda Ahhaitty

1119 Angelcrest Drive
Hacienda Heights, CA 91745
Term Expiration: November 2000
(213) 738-4936 - w
(213) 384-0729 - fax
e-mail: gahhaitty@dmh.co.la.us (Mon.- Thurs.)
e-mail: glendasa@aol.com (Fri.& Sat.)

Ms. Cecelia Fire Thunder

Tawa Chin Waste Win
P.O. Box 990
Martin, South Dakota 57551-0920
(605) 685-6005 (H) and fax

Dr. Theodore Jojola (Chair Alternate)

School of Architect and Planning
University of New Mexico
2414 Central Avenue, S.E.
Albuquerque, NM 87131
Term Expiration: November 1999
(505) 277-6428 - voice
(505) 277-0076 - fax
e-mail: tjojola@unm.edu

Mr. Robert Wayne Nygaard (Chair)

Sault Ste. Marie Chippewa Tribal Council
523 Ashmun Street
Sault Ste. Marie, MI 49783
Term Expiration: November 1999
(906) 635-6050 - w
(906) 635-4969 - fax
e-mail: qadmin15@northernway.net

Mr. Gregory A. Richardson

Executive Director
North Carolina Commission of Indian Affairs
217 W. Jones Street
Raleigh, NC 27603-1336
Term Expiration: November 2000
(919) 733-5998 - w
(919) 733-1207 - fax

Mr. Larry Rodgers

Utah Navajo Trust Fund
151 East 500 North
Blanding, UT 84511
Term Expiration: November 1999
(435) 678-1468 - w
(435) 678-1464 - fax
e-mail: LRODGERS@STATE.UT.US

Dr. Matthew Snipp

Department of Sociology
Building 120, Room 160
Stanford University
Stanford, CA 94305-2047
Term Expiration: November 2000
(650) 725-0414 - w
(650) 725-6471 - fax
e-mail: Snipp@leland.stanford.edu

Dr. Rosita Worl

Assistant Professor of Anthropology
University of Alaska Southeast
11120 Glacier Highway
Juneau, AK 99801-8671
Term Expiration: November 2000
(907) 465-6395 - w
(907) 465-6406 - fax
e-mail: jfrsw@acad1.alaska.edu.

Alternate

(907) 463-4844

Mr. Curtis Zunigha

P.O. Box 2061
Bartlesville, Ok 74005
Term Expiration: November 2000
(918) 337-3731 - h

Ex Officio Member:**Ms. Marisa Demeo**

1518 K Street, NW, Suite 410
Washington, DC 20005
(202) 628-4074 - w
(202) 393-4206 - fax
e-mail: MJDemeo@aol.com

Ms. Thelma Stiffarm

Committee Liaison
Room 3624-3
(301) 457-1305 - w
(301) 457-4784 - fax
e-mail: Thelma.J.Stiffarm@ccmail.census.gov

Ms. Rhonda Carney

Coordinator
Census Advisory Committees
on the Race and Ethnic Populations
Room 3619-3
(301) 457-4047 - w
(301) 457-8608 - fax
e-mail: Rhonda.G.Carney@ccmail.census.gov

Ms. Nampeo McKenney

Senior Program and Technical Advisor
Room 3631-3
(301) 457-2075 - w
(301) 457-2642 - fax
e-mail: Nampeo.R.McKenney@ccmail.census.gov

**MEMBERSHIP LIST
CENSUS ADVISORY COMMITTEE ON THE
ASIAN SUBCOMMITTEE**

Dr. Piyush C. Agrawal

Retired Superintendent of Schools
10600 Southwest 73rd Court
Miami, FL 33156
Term Expiration: November 2000
(305) 666-3564 - h
(305) 362-0333 - w
(305) 666-3483 - fax
e-mail: agrawaL1@american.depot.com

**Ms. Margaret Chin(Chair: ASIAN & PACIFIC ISLANDER COMMITTEE,
ASIAN SUBCOMMITTEE)**

Executive Director
Asian American for Equality Fair Housing Center
40-34 Main St. 2nd Floor
Flushing, NY 11354
Term Expiration: November 2000
(718) 539-7290 - w
(718) 539-5706 - fax
e-mail: mchin26@aol.com

Alternate:

(212) 964-2288 - w
(212) 964-6003 - fax

Dr. Judy Chu

Mayor of Monterey Park
712 Bataan Place
Monterey Park, CA 91755-4260
Term Expiration: November 2000
(626) 307-1255 - w
(626) 571-0061 - fax
e-mail: Judymchu@aol.com

Mr. Alex A. Esclamado

Chair, National Federation of
Filipino American Associations
128 Penhurst Court
Daly City, CA 94015
Term Expiration: November 2000
(650)878-5252 - w
(650)878-8075 - fax
e-mail: AlexNaFFAA@aol.com

Ms. Chung-Wha Hong

Executive Director
National Korean American and Education Consortium
36-27 165th Street, #1
Flushing, NY 11358
(718) 445-3939 - w
(718) 445-0032 - fax

Ms. Ngoan Le

Assistant to the Secretary
Illinois Department of Human Services
401 S. Clinton, 2nd Floor
Chicago, IL 60607
(312) 793-7864 - w
(312) 793-7851 - fax
e-mail: DHSD0508@DMH084R1.STATE.IL.US.

Mr. Cyril Nishimoto

Iwa, Inc.
3436 N. Verdugo Road, Suite 200
Glendale, CA 91208
Term Expiration: November 1999
(818) 541-9089 - w
(818) 541-9245 - fax
e-mail: CyNish@aol.com

Mr. Paul Ong

UCLA
School of Public Policy
405 Hilgard Avenue
Los Angeles, CA 90024
Term Expiration: November 1999
(310) 825-4390 - w
(310) 825-1575 - fax
e-mail: pmong@ucla.edu

Ex Officio Member:**Ms. Marisa Demeo**

1518 K Street, NW, Suite 410
Washington, DC 20005
(202) 628-4074 - w
(202) 393-4206 - fax
e-mail: MJDemeo@aol.com

Ms. Joyce Aso

Committee Liaison
Room 2410/2
(301) 457-4258 - w
(301) 457-4580 - fax
e-mail: Joyce.A.Aso@ccmail.census.gov

Ms. Rhonda Carney

Coordinator
Census Advisory Committees
on the Race and Ethnic Populations
Room 3619-3
(301) 457-4047 - w
(301) 457-8608 - fax
e-mail: Rhonda.G.Carney@ccmail.census.gov

Ms. Nampeo McKenney

Senior Program and Technical Advisor
Room 3631-3
(301) 457-2075 - w
(301) 457-2642 - fax
e-mail: Nampeo.R.McKenney@ccmail.census.gov

MEMBERSHIP LIST
CENSUS ADVISORY COMMITTEE ON THE
NATIVE HAWAIIAN AND OTHER
PACIFIC ISLANDER SUBCOMMITTEE
Subcommittee Chair - Vacant

Ms. Haunani Apoliona

Office of Hawaiian Affairs
711 Kapiolani Boulevard, Suite 1250
Honolulu, HI 96813
Term Expiration: November 2000
(808) 594-1859 - w
(808) 594-1875 - fax
e-mail: napoliona@oha.org

Mr. Kenneth E. Galeai

Co-Director, Rehabilitation Research and
Training Center of the Pacific
Interwork Institute
San Diego State University
5850 Hardy Avenue, Suite 112
San Diego, CA 92182-5313
(619) 594-8807 - w
(619) 594-4208 - fax
e-mail: Kgaleai@mail.sdsu.edu

Mr. Clinton A. Helenihi

4946 Euclid Court
San Diego, CA 92105
(619) 264-8470 - w and fax

Ms. Mary Salas

President
Chamorro Community Council
1113 East Lauder Street
Carson, CA 90745
(213) 365-9005 - w
(213) 365-9042 - fax

Ms. Salafai J. Suafa'i

2201 Broadway - Suite 815
Oakland, CA 94612-6509
Term Expiration: November 1999
(510) 251-2600 x106 - w
(510) 251-0600 - fax
e-mail: susie@nedlc.org

Ex Officio Member:

Ms. Marisa Demeo

1518 K Street, NW, Suite 410
Washington, DC 20005
(202) 628-4074 - w
(202) 393-4206 - fax
e-mail: MJDemeo@aol.com

**Committee Liaison
(Vacant)**

Ms. Rhonda Carney

Coordinator
Census Advisory Committees
on the Race and Ethnic Populations
Room 3619-3
(301) 457-4047 - w
(301) 457-8608 - fax
e-mail: Rhonda.G.Carney@ccmail.census.gov

Ms. Nampeo McKenney

Senior Program and Technical Advisor
Room 3631-3
(301) 457-2075 - w
(301) 457-2642 - fax
e-mail: Nampeo.R.McKenney@ccmail.census.gov

**MEMBERSHIP LIST
CENSUS ADVISORY COMMITTEE ON THE
HISPANIC POPULATION**

Dr. Jorge Chapa

Associate Professor
LBJ School of Public Affairs
The University of Texas at Austin
Austin, TX 78713
Term Expiration: November 1999
(512) 471-8964 - w
(512) 471-7620 - fax
e-mail: chapa@mail.utexas.edu

Until July 1999 use:

Interim Director
Julian Samora Research Institute
112 Pasluci Bldg.
Michigan St. University
E. Lansing, MI 48824-1110
(517) 432-1317 - w
(517) 432-2221 - fax

Anthony Chávez, Esq. (Chair)

401 E. California Blvd. #207
Pasadena, CA 91106
(626) 518-0112
(626) 568-9731 - fax
e-mail: tonycinpas@aol.com

Mr. Guarione M. Díaz

President, Cuban American National
Council, Inc.
300 S.W. 12th Avenue
Miami, FL 33130-2038
Term Expiration: November 2000
(305) 642-3484 - w
(305) 642-9122 - fax
e-mail: GMD@NC.ORG

Dr. John García

University of Arizona
315 Social Science Building
Tucson, AR 85721
Term Expiration: November 1999
(520) 621-7095 - w
(520) 621-5051 - fax
e-mail: jag@u.arizona.edu

Sister Maria Elena Gonzalez

President
Mexican American Cultural Center
3019 West French Place
San Antonio, TX 78228
(210) 732-2156 - w
(210) 732-9072 - fax
e-mail: macc@maccsa.org

Dr. Aileen Lucero (Chair-elect)

Associate Professor
Department of Sociology and
Anthropology
3860 Depew Street
Denver, CO 80212
Term Expiration: November 1999
(303) 556-2173 - w
(303) 556-5360 - fax
e-mail: Luceroa@MSCD.EDU

Ms. Maria Roman

New York State Division of Housing and Community Renewal
5 Metropolitan Oval #8-H
Bronx, NY 10462
Term Expiration: November 2000
(212)480-6464 - w
(212)480-6463 - fax

Mr. Saul Solorzano

Director, Central American
Resource Center
1459 Columbia Road, N.W.
Washington, D.C. 20009
Term Expiration: November 1999
(202) 328-9799 - w
(202) 328-0023 - fax
e-mail: CARECENDC@AOL.COM

The Honorable Victor Fajardo Ve'lez

Secretary of Education
P.O. Box 190759
San Juan,, Puerto Rico 00919-0759
(787) 766-3207 - w
(787) 250-0275 - fax

Ex Officio Member:

Ms. Marisa Demeo

1518 K Street, NW, Suite 410
Washington, DC 20005
(202) 628-4074 - w
(202) 393-4206 - fax
e-mail: MJDemeo@aol.com

Ms. Lourdes Flaim

Committee Liaison
Room 2012-2
(301) 457-4041 - w
(301) 457-3763 - fax
e-mail: Lourdes.N.Flaim@ccmail.census.gov

Ms. Rhonda Carney

Coordinator

Census Advisory Committees
on the Race and Ethnic Populations

Room 3619-3

(301) 457-4047 - w

(301) 457-8608 - fax

e-mail: Rhonda.G.Carney@ccmail.census.gov

Ms. Nampeo McKenney

Senior Program and Technical Advisor

Room 3631-3

(301) 457-2075 - w

(301) 457-2642 - fax

e-mail: Nampeo.R.McKenney@ccmail.census.gov

Appendix E

List of Background Documents

Accuracy and Coverage Evaluation Survey--Plans for Census 2000. March 18, 1999. 17 pp., attachments.

The American Community Survey [leaflet]. April 1999. 8 pp.

Building Partnerships on the Road to Census 2000 [D-3252]. April 1999. 6 pp.

Building the Foundation to Census 2000 - Field Operations Update. n.d. 14 pp.

Census Bureau Director Kenneth Prewitt's Statement on Justice Department Census Confidentiality Memorandum [press release]. June 1, 1999. 4 pp.

Census in Schools Project Update. July 8, 1999. 3 pp.

Census FY 2000 Budget to Rise by \$1.7 Billion for Congressional Apportionment [press release]. June 1, 1999. 4 pp.

Census 2000 [Teaching Guide Packet]. January 1999. 7 pp.

Census 2000 Advertising Update. June 18, 1999. 1 p.

Census 2000 Informational Memorandum No. 17. June 18, 1999. 2 pp.

Census 2000 Master Activity Schedule. n.d. 16 pp.

Census 2000 Plan Workflow - Key Operations. July 1, 1999. 7 pp., attachment.

Census 2000 Small Business Subcontracting Awards. May 26, 1999. 1 p.

Cinco Razones [D-3236(S)]. February 1999. 2 pp.

Evaluation Memorandums:

(A1a) Mail Implementation Strategy. June 1999. 77 pp.

(A1b) Nonresponse Followup Operation. April 1999. 3 pp.

(A2) Evaluation of the Mail Return Questionnaire. April 1999. 5 pp.

(A3a) Evaluation of the Simplified Enumerator Questionnaire-Observation Report Study. April 1999. 1 p.

(A3b) Evaluation of the Simplified Enumerator Questionnaire-Enumerator Debriefing Study. April 1999. 1 p.

(A3c) Management Study of Nonresponse Followup-Use of the Simplified Enumerator Questionnaire in the Census 2000 Dress Rehearsal (Motion and Time Study). April 1999. 4 pp.

(A3d) Evaluation of the Simplified Enumerator Questionnaire-Item Nonresponse Analysis. April 1999. 2 pp.

(A3e) Evaluation of the Simplified Enumerator Questionnaire-ICM Comparison. April 1999. 1 p.

(A4) Evaluation of Telephone Questionnaire Assistance. April 1999. 4 pp.

(A5) Evaluation of the Effect of Alternate Data Collection Forms on Long Form Data. May 1999. 18 pp.

(B1) Executive Summary from the Draft Preliminary Evaluation of Housing Unit Coverage on the Master Address File. April 1999. 2 pp.

(B2) An Evaluation of the Master Address File Building Process. June 1999. 79 pp.

(C1) Risk Assessment of The Integrated Coverage Measurement Field Data Collection and Processing Schedule. April 1999. 21 pp.

(C2) Contamination of Initial Phase Data Collected in ICM Block Clusters. July 1999. 16 pp., appendix.

(C3) Evaluation Study Report. May 28, 1999.

- (C5) Evaluation of the Quality Assurance Falsification Model for the Integrated Coverage Measurement Person Interview. July 1999. 25 pp., appendixes.
- (D1) Service-Based Enumeration Coverage Yield Results. April 1999. 2 pp.
- (D2) Evaluation of the Be Counted Program. May 1999. 25 pp.
- (D4) Large Household Followup Evaluation. May 1999. 27 pp.
- (E1a) Effectiveness of Paid Advertising. April 1999. 6 pp.
- (E1b) Effectiveness of the Paid Advertising Campaign: Reported Exposure to Advertising and Likelihood of Returning a Census form. April 1999. 1 p.
- (F1c and F2b) The Within-Block Search and Primary Selection Algorithm Operational Evaluation. April 1999. 3 pp.
- (F3) Contractor-Submitted Intentional Fraud in the Census 2000 Dress Rehearsal. April 1999. 2 pp.
- (G1) Ability to Fully Staff Selected Census Operations. May 1999. 3 pp.
- (G6) Field Infrastructure: Supply Ordering Process. May 1999. 30 pp.
- (G7) Field Infrastructure: EEO Process. April 1999. 1 p.
- (G8) Field Infrastructure: Recruiting Activities. May 1999. 2 pp.
- (G9) Field Infrastructure: Welfare to Work. May 1999. 3 pp.

Everybody is Number One in the Census [D-3248]. September 1998. 2 pp.

Federal Register/Vol. 64, No. 118. June 21, 1999. 2 pp.

Focusing on Diversity: Structure and Plan. July 15, 1999. 1 p.

Hispanic Advisory Committee's Recommendation No. 15 made at the March 16-17, Advisory Committee Meeting [Employment Charts]. July 9, 1999. 4 pp.

Information on the Internet for Partners--Building Partnerships On the Road to Census 2000. n.d. 1 p.

For Immediate Release. n.d. 5 pp.

Joint Meeting of the Census Advisory Committees on The African American, American Indian and Alaska Native, Asian and Pacific Islander, and Hispanic Population, March 16-17, 1999 [Draft Minutes]. May 16-17, 1999. 79 pp.

Letter to Kenneth Prewitt, Director, Bureau of the Census from Janet L. Norwood, Chair, Panel to Review the 2000 Census. May 3, 1999. 8 pp.

Letter from the U.S. Census Monitoring Board to Rhonda Carney, Coordinator, Census Advisory Committee on the Race Ethnic Population. June 9, 1999. 2 pp., enclosures.

Membership List Census Advisory Committee on the African American Population. July 15, 1999. 3 pp.

Membership List Census Advisory Committee on the American Indian and Alaska Native Populations. n.d. 6 pp.

Membership List Census Advisory Committee on the Asian Subcommittee. n.d. 3 pp.

Membership List Census Advisory Committee on the Native Hawaiian and Other Pacific Islander Subcommittee. n.d. 2 pp.

Membership List Census Advisory Committee on the Hispanic Population. n.d. 3 pp.

Memorandum To: Paul Ong, From: Isaac Elnecave, Subject: Hawaiian Homelands. July 14, 1999. 6 pp.

New Construction Program. April 10, 1999. 10 pp.

Race [Code Lists]. n.d. 9 pp.

Race Tabulations: 2000 Census. n.d. 10 pp.

Semiannual Summary. April 1999. 35 pp.

Statement of Credit for Posters. n.d. 1 p.

United States Census 2000 [Forms D-60A (Polish)]. n.d. 2 pp.

United States Census 2000 [Form D-60B (Polish)]. n.d. 12 pp.

United States Census 2000 [Forms D-61A]. December 21, 2000. 4 pp.

United States Census 2000 [Form D-61B]. December 31, 2000. 12 pp.

What Are You? Voices of Mixed-Race Young People . n.d. 1 p.

White House Establishes Initiative on Asian American and Pacific Islanders [newspaper article from Pacific Citizen]. June 18-24, 1999. 1 p. with 3 pp. Attachment.